NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 5, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	26.5	22,210
2	60 MINUTES	26.1	21,870
3	DYNASTY#	25.4	21,290
4	A TEAM	24.1	20,200
5	ABC SUNDAY NIGHT MOVIE	22.8	19,110
5	SIMON & SIMON#	22.8	19,110
7	CBS TUESDAY NIGHT MOVIES#	22.7	19,020
7	JEFFERSONS#	22.7	19,020
7	MAGNUM, P.I.	22.7	19,020
10	ALICE#	22.4	18,770
11	FALCON CREST#	21.7	18,180
12	HAMMER'S MORE THAN MURDER(S)	21.6	18,100
12	LOVE BOAT	21.6	18,100
14	WEBSTER	20.9	17,510
15	FOUR SEASONS	20.7	17,350
15	TRAPPER JOHN, M.D.#	20.7	17,350

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	A TEAM	18.9	41,740
2	DALLAS	17.5	38,610
3	60 MINUTES	16.2	35,780
4	MAGNUM, P.I.	16.0	35,260
5	ABC MOVIE SPECIAL(S)	15.5	34,110
6	KNIGHT RIDER	15.4	33,930
7	DYNASTY#	15.3	33,630
8	FALL GUY	15.2	33,530
9	WEBSTER	15.2	33,380
10	TV BLOOPERS & PRAC. JOKES	15.1	33,370
11	JEFFERSONS#	14.9	32,890
12	SIMON & SIMON#	14.9	32,820
13	HARDCASTLE & MCCORMICK	14.7	32,360
14	RIPTIDE#	14.6	32,150
15	ABC SUNDAY NIGHT MOVIE	14.5	31,830
16	ALICE#	14.2	31,190

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	23.7	20,710
2	DYNASTY#	22.8	19,930
3	FALCON CREST#	20.3	17,780
4	KNOTS LANDING#	20.1	17,550
5	60 MINUTES	19.9	17,420
6	CBS TUESDAY NIGHT MOVIES#	19.2	16,770
7	JEFFERSONS#	19.1	16,730
7	SIMON & SIMON#	19.1	16,730
9	ALICE#	18.7	16,350
10	ABC SUNDAY NIGHT MOVIE	18.6	16,230
11	MAGNUM, P.I.	18.4	16,110
12	TRAPPER JOHN, M.D.#	17.7	15,450
13	LOVE BOAT	17.6	15,400
14	FOUR SEASONS	17.3	15,110
15	SCARECROW & MRS. KING#	17.1	14,980

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	18.4	14,540
2	A TEAM	17.2	13,540
3	HARDCASTLE & MCCORMICK	16.8	13,260
4	NBC MONDAY NIGHT MOVIES#	16.7	13,160
5	ABC SUNDAY NIGHT MOVIE	16.0	12,630
6	MAGNUM, P.I.	15.8	12,490
7	RIPTIDE#	15.4	12,160
8	NBC SUNDAY NIGHT MOVIE	14.9	11,740
8	TV BLOOPERS & PRAC. JOKES	14.9	11,740
10	SIMON & SIMON#	14.8	11,710
11	HILL STREET BLUES	14.8	11,650
12	AIRWOLF	14.4	11,390
13	FALL GUY	14.4	11,330
14	DALLAS	14.3	11,250
15	CBS TUESDAY NIGHT MOVIES#	13.7	10,820

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 5, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DYNASTY#	20.2	11,110
2	DALLAS	19.6	10,800
3	ABC SUNDAY NIGHT MOVIE	19.4	10,680
4	KNOTS LANDING#	18.2	9,980
5	ABC MOVIE SPECIAL(S)	17.2	9,460
5	FALCON CREST#	17.2	9,460
7	SIMON & SIMON#	16.3	8,980
8	CBS TUESDAY NIGHT MOVIES#	16.0	8,790
9	WEBSTER	15.9	8,740
10	RIPTIDE#	15.8	8,670
11	MOST BEAUTIFUL GIRL-WORLD(S)	15.7	8,630
12	A TEAM	15.6	8,590
13	TV BLOOPERS & PRAC. JOKES	15.5	8,540
14	SCARECROW & MRS. KING#	15.5	8,530
15	CBS SPECIAL MOVIE PRES.(S)	15.5	8,520
15	MAGNUM, P.I.	15.5	8,520
17	FALL GUY	15.3	8,410
18	JEFFERSONS#	15.2	8,370

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	31.3	8,410
2	DALLAS	30.6	8,230
3	ALICE#	27.3	7,340
4	JEFFERSONS#	26.5	7,120
4	TRAPPER JOHN, M.D.#	26.5	7,120
6	FALCON CREST#	26.3	7,080
7	DYNASTY#	25.6	6,880
8	CBS TUESDAY NIGHT MOVIES#	25.0	6,720
9	FOUR SEASONS	24.7	6,650
10	SIMON & SIMON#	24.6	6,630
11	LOVE BOAT	24.4	6,570
12	KNOTS LANDING#	24.4	6,560
13	MAGNUM, P.I.	24.1	6,490
14	NEWHART	23.9	6,440
15	REAGAN PAID POLITICAL(S)	23.8	6,400
16	MISSISSIPPI#	23.5	6,310

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HARDCASTLE & MCCORMICK	18.2	9,670
2	HILL STREET BLUES	17.3	9,220
3	A TEAM	17.0	9,030
4	NBC MONDAY NIGHT MOVIES#	16.8	8,940
5	ABC SUNDAY NIGHT MOVIE	16.3	8,650
6	RIPTIDE#	15.3	8,160
7	AIRWOLF	15.0	7,960
8	TV BLOOPERS & PRAC. JOKES	14.8	7,870
9	NBC SUNDAY NIGHT MOVIE	14.4	7,680
10	FALL GUY	13.4	7,120
11	MAGNUM, P.I.	13.2	7,030
12	ABC MOVIE SPECIAL(S)	13.1	6,980
13	KNIGHT RIDER	13.1	6,950
14	RIPLEY'S BELIEVE IT-NOT	13.0	6,910
15	60 MINUTES	12.9	6,880
16	MOST BEAUTIFUL GIRL-WORLD(S)	12.4	6,600
17	MATT HOUSTON	12.4	6,580

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	29.6	6,070
2	DALLAS	23.0	4,720
3	MAGNUM, P.I.	22.9	4,690
4	JEFFERSONS#	22.7	4,650
5	FOUR SEASONS	22.4	4,600
6	SIMON & SIMON#	21.2	4,340
7	ALICE#	20.7	4,240
8	HAMMER'S MORE THAN MURDER(S)	19.4	3,980
9	CBS EVENING NEWS-RATHER	19.3	3,950
10	DYNASTY#	18.6	3,820
10	T.J. HOOKER	18.6	3,820
12	CBS TUESDAY NIGHT MOVIES#	18.5	3,790
13	MISSISSIPPI#	18.3	3,740
14	CBS EVENING NEWS-DEAN#	18.1	3,700
15	A TEAM	17.8	3,650
16	FALCON CREST#	17.5	3,580

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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ERRATA NOTICE

The household audience estimate for Good Morning, America-7:30, pg. 73 of the Program Audience Estimates (By Time Periods) is incorrect. The correct household average audience % is 5.3. Audience Composition data are correct.

PROGRAM NAME / WK # DAY START TIME DUR NET / T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																									
A TEAM 18	210	206	A	24.1	34	2020	2066	606	273	673	278	423	371	273	207	670	252	447	419	341	180	261	65	462	266
TUE. 8.00P 60 NBC A	99	99	B	24.7	37	2070	2067	638	251	699	254	444	416	331	213	713	295	494	430	327	184	238	79	417	266
8.00 - 8.30			A	22.9	33	1919	2072	595	266	669	279	418	363	268	207	665	257	439	410	329	183	256	61^	482	277
8.30 - 9.00			A	25.2	36	2112	2066	619	280	681	281	431	380	278	208	677	252	456	426	351	179	262	67	446	260
ABC BUSINESS BRIEF-MON 2	183		A	15.1	21	1265	1825	644	290	725	245	345	288	316	318	628	130^	281	326	337	225	177^	75^	295	200
1 MON. 8.58P 1 ABC N	94		B	16.3	23	1366	1823	679	285	746	237	394	332	306	301	634	191	324	292	265	233	188	57	255	180
ABC BUSINESS BRIEF-WED 4	198	193	A	20.9	31	1751	1857	702	275	786	318	472	407	317	242	643	251	407	361	288	191	178	84	250	131
1 WED. 8.33P 1 ABC N	97	96	B	21.7	32	1818	1935	714	287	801	325	488	424	342	246	663	253	423	387	310	195	177	78	294	195
2 WED. 8.58P 1																									
ABC BUSINESS BRIEF-FRI 4	193	202	A	18.1	29	1517	1904	792	330	855	312	495	466	375	313	493	164	278	280	232	173	219	117	337	213
1 FRI. 8.58P 1 ABC N	97	99	B	16.2	25	1358	1822	761	311	859	294	496	454	384	310	444	149	251	250	202	158	193	113	326	214
2 FRI. 8.41P 1																									
ABC MONDAY NIGHT MOVIE 4	196	198	A	17.9	27	1500	1631	766	342	884	306	546	490	416	279	574	188	333	308	288	176	95	45^	78^	53^
MON. 9.00P 120 ABC FF	98	98	B	20.7	31	1735	1723	782	340	886	329	571	488	414	260	599	208	379	344	300	162	135	76	103	72
9.00 - 9.30			A	18.3	26	1534	1716	735	336	853	296	513	445	393	281	613	206	372	309	302	187	141	55^	109	72^
9.30 - 10.00			A	18.0	26	1508	1664	743	346	865	311	541	475	401	268	597	195	363	327	306	169	109	47^	93	51^
10.00 - 10.30			A	17.7	27	1483	1581	794	344	912	316	569	524	435	277	552	179	302	301	281	174	64^	37^	53^	44^
10.30 - 11.00			A	17.5	28	1467	1563	795	336	905	306	561	511	432	289	535	167	291	299	268	175	69^	41^	54^	46^
ABC MOVIE SPECIAL(S)		200	A	19.7	28	1651	2066	686	290	775	391	575	443	273	146	525	312	424	326	145	89^	345	250	421	262

PROGRAM NAME	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
2 THU. 8.00P 120 ABC FF		99																							
8.00 - 8.30			A	17.7	26	1483	2193	772	292	842	445	587	434	265	191	519	300	392	294	116^	114^	387	264	445	269
8.30 - 9.00			A	19.4	28	1626	2147	700	312	775	419	569	431	238	150	509	328	406	303	101^	90^	385	260	478	304
9.00 - 9.30			A	21.0	30	1760	2007	642	264	745	360	562	446	287	124^	540	319	450	357	177	74^	325	241	397	244
9.30 - 10.00			A	20.9	30	1751	1921	628	285	730	338	568	458	297	119^	523	296	434	344	177	79^	304	241	364	228
ABC NEWSBRIEF-M-F 89	186	188	A	15.5	23	1299	1757	735	298	828	301	520	460	385	246	594	216	374	318	286	176	169	81	166	105
1 MON. 10.04P 1 ABC N	96	97	B	15.9	24	1332	1723	715	293	801	289	488	432	371	257	589	222	374	333	277	172	168	85	165	113
1 TU & F 9.58P 1																									
1 WED. 8.58P 1																									
1 THU. 9.57P 2																									
2 MON. 9.56P 2																									
2 TU-F 9.58P 1																									
ABC NEWSBRIEF-SAT. 18	195	199	A	19.9	33	1668	1650	777	300	840	240	433	399	366	348	472	131	254	238	222	171	165	109	173	132
1 SAT. 9.58P 1 ABC N	99	98	B	18.8	31	1575	1735	775	282	858	258	440	408	373	362	510	165	292	257	231	189	173	105	194	144
2 SAT. 10.01P 2																									
ABC NEWSBRIEF-SUN. 18	191	197	A	22.5	33	1886	1723	766	347	881	340	588	508	413	243	693	269	479	431	340	153	103	69	46^	29^
1 SUN. 9.57P 2 ABC N	95	98	B	19.6	30	1642	1793	681	300	744	288	507	445	366	188	803	339	567	493	377	186	151	76	95	62
2 SUN. 10.03P 2																									
ABC SPORTS UPDATE-SAT 18	195	195	A	18.2	30	1525	1849	786	297	840	237	429	427	390	346	650	186	366	344	326	227	139	63^	220	155
SAT. 8.58P 1 ABC SN	99	95	B	17.2	28	1441	1754	733	265	805	219	398	387	379	355	604	167	328	308	307	241	132	57	213	145
ABC SPORTS UPDATE-SUN 16	196	198	A	18.4	26	1542	2025	703	340	767	271	484	474	372	239	849	322	622	535	428	182	201	86	208	115
1 SUN. 8.33P 1 ABC SN	98	97	B	17.0	25	1425	1968	703	317	774	286	508	468	379	223	774	309	555	484	382	180	173	73	247	161
2 SUN. 8.27P 3																									
ABC SUNDAY NIGHT MOVIE 17	198	202	A	22.8	33	1911	1666	747	325	850	325	560	492	398	235	661	250	453	412	328	151	107	67	48^	33^
1 SUN. 9.00P 115 ABC FF	96	99	B	20.9	32	1751	1850	740	334	801	309	552	503	407	188	792	340	575	493	372	171	169	87	88	61
CONT'D																									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
2 SUN. 9.00P 120																										
9.00 - 9.30				A	21.5	30	1802	1728	748	303	847	309	548	487	401	242	703	257	477	440	355	166	116	85	62^	39^
9.30 - 10.00				A	23.1	33	1936	1720	780	343	889	346	595	518	414	237	676	253	460	430	341	153	107	71	48^	32^
10.00 - 10.30				A	23.6	36	1978	1637	739	331	835	325	552	490	389	227	650	255	453	401	314	143	107	59	45^	32^
10.30 - 11.00				A	23.1	36	1936	1577	717	319	824	318	537	470	382	230	615	232	419	377	302	144	104	56^	34^	29^
ABC WORLD NEWS TONIGHT	90	202	205	A	11.2	19	939	1618	735	258	792	216	340	315	351	384	641	186	313	314	301	251	98	34^	87	59^
M-F 6.30P 30 ABC N		98	99	B	11.2	20	939	1532	715	245	771	198	354	337	357	357	599	175	305	288	283	250	69	25	93	58
ABC WRLD NEWS TONIGHT-SUN	15		160	A	10.5	18	880	1568	643	249^	693	140^	311	325	343	332	647	163^	272	291	305	291	95^	66v	133^	65v
2 SUN. 6.30P 30 ABC N			87	B	8.3	14	696	1642	674	220	760	158	310	297	339	409	679	193	329	281	313	301	61	40	142	83
AFTERMASH	17	205	202	A	20.1	28	1684	1757	779	270	854	269	432	403	383	367	587	192	348	298	307	213	139	55^	177	87
1 MON. 8.00P 30 CBS CS		99	99	B	21.5	31	1802	1740	761	275	843	294	469	426	356	325	585	226	364	322	273	188	172	81	140	85
2 MON. 9.00P 30																										
AIRWOLF	2	199	203	A	15.4	25	1291	2180	709	285	756	257	479	445	397	226	883	344	617	536	445	212	276	66^	265	189
SAT. 9.00P 60 CBS A		99	99	B	15.4	25	1291	2180	709	285	756	257	479	445	397	226	883	344	617	536	445	212	276	66	265	189
9.00 - 9.30				A	14.9	24	1249	2214	727	279	779	268	492	445	410	234	888	341	618	529	445	217	271	69^	276	194
9.30 - 10.00				A	15.8	26	1324	2153	697	291	738	245	469	446	388	221	878	346	618	547	446	204	279	61^	258	187
ALICE	1	200		A	22.4	33	1877	1662	793	244	870	279	417	367	327	390	494	148	238	213	208	226	169	104^	129	71^
1 SUN. 9.30P 30 CBS CS		98		B	22.4	33	1877	1662	793	244	870	279	417	367	327	390	494	148	238	213	208	226	169	104	129	71

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
AUTOMAN	6	189		A	11.9	18	997	2239	610	282	712	349	512	468	289	137^	728	311	470	477	334	148^	314	124^	485	270
1 THU. 8.00P 60 ABC A		95		B	13.2	20	1106	2176	657	242	728	295	500	455	340	176	686	294	494	442	311	150	258	88	504	315
8.00 - 8.30				A	11.5	18	964	2225	588	263	703	329	489	431	283	154^	723	285	418	480	352	158^	283	112^	516	309
8.30 - 9.00				A	12.4	19	1039	2220	624	294	713	369	529	499	288	118^	722	331	511	468	315	138^	335	129^	450	233
BACK TOGETHER(S)		203		A	7.7	15	645	1381	665	217^	715	76v	246^	291^	433	424	526	177^	240^	229^	237^	242^	95^	27v	45v	45v
1 WED. 10.41P 19 CBS CS		99																								
BENSON	17	201	205	A	20.1	32	1684	1828	746	300	815	258	450	421	371	314	508	153	269	269	247	190	191	114	314	212
FRI. 8.00P 30 ABC CS		99	99	B	16.6	28	1391	1715	749	289	847	258	449	418	381	340	511	163	286	266	237	190	138	85	219	150
BLUE THUNDER	5	199	199	A	13.4	21	1123	1879	637	240	672	173	419	407	398	216	731	241	491	500	406	182	183	76^	293	187
FRI. 9.00P 60 ABC A		98	99	B	14.4	22	1207	1841	632	239	676	213	438	429	374	196	665	249	453	422	340	166	199	65	301	222
9.00 - 9.30				A	13.2	20	1106	1851	635	234	670	183	415	398	382	216	705	237	466	475	385	182	186	78^	290	186
9.30 - 10.00				A	13.7	21	1148	1882	626	240	662	158	416	413	410	210	745	241	506	513	419	183	182	74^	293	188
BUFFALO BILL	7	199	197	A	13.2	20	1106	1502	699	305	753	296	478	436	324	239	581	271	401	373	243	139	105^	77^	63^	42^
THU. 9.30P 30 NBC CS		97	98	B	13.3	20	1115	1582	700	296	795	344	528	454	325	226	568	277	407	354	215	133	126	80	93	63
BURNETT DISCOVERS DOMINGO(S)		204		A	15.7	27	1316	1496	793	256	820	160^	365	381	389	400	430	101^	198	214	202	189	133^	68^	113^	77^
1 FRI. 10.00P 60 CBS GV		99																								
10.00 - 10.30				A	18.5	31	1550	1485	768	246	794	159	353	374	378	386	447	103^	202	220	208	203	130^	63^	114^	74^
10.30 - 11.00				A	12.9	23	1081	1505	825	270	854	163^	384	391	402	419	402	95^	191^	207^	190^	165^	138^	74^	111^	82^
CBS EVENING NEWS-RATHER	89	202	203	A	14.4	24	1207	1613	687	214	760	149	271	272	340	434	638	145	258	268	287	325	115	47	100	69
M-F 6.30P 30 CBS N		99	99	B	13.9	24	1165	1551	699	207	772	154	287	287	328	437	613	143	266	265	290	301	78	33	88	52
CBS EVENING NEWS-DEAN	10	176		A	14.2	25	1190	1538	684	157^	709	121^	283	318	333	382	669	197	327	252	261	311	110^	53^	50^	26v
1 SUN. 6.00P 30 CBS N		89		B	9.8	17	821	1604	675	224	743	154	300	291	350	392	672	181	312	316	311	302	100	50	89	57
CBS EVENING NEWS-DEAN(B)			126	A	4.7	8	394	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 SUN. 6.36P 24 CBS N			58																							

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS SAT. NEWS-SCHIEFFER	11	163	162	A	10.1	19	846	1547	676	183	701	91^	197	232	296	441	681	157	313	333	331	309	105^	39^	60^	46^
SAT. 6.30P 30 CBS N		89	89	B	10.5	20	880	1550	712	171	767	149	277	291	333	434	626	156	299	292	302	289	74	24	83	52
CBS SPECIAL MOVIE PRES.(S)		196		A	20.4	31	1710	1502	824	248	864	313	499	457	352	320	488	195	288	250	188	171	107^	77^	43^	34v
1 MON. 9.00P 120 CBS FF		98																								
9.00 - 9.30				A	20.4	29	1710	1548	628	241	875	308	480	438	344	338	482	186	285	237	192	172	116^	84^	75^	55^
9.30 - 10.00				A	20.7	30	1735	1514	819	259	863	309	495	461	350	318	473	186	275	235	189	172	116^	91^	62^	46^
10.00 - 10.30				A	20.5	32	1718	1476	820	255	856	322	506	468	346	307	496	208	302	263	184	164	107^	76^	17v	17v
10.30 - 11.00				A	20.0	33	1676	1467	827	239	862	311	512	462	374	317	500	207	295	258	182	174	86^	58^	19v	19v
CBS SPECIAL MOVIE PRESNT.(S)			199	A	11.8	17	989	1734	630	210^	711	219^	349	354	357	275	767	314	489	430	394	227^	163^	106^	93^	72^
2 SUN. 8.30P 150 CBS FF			99																							
8.30 - 9.00				A	14.7	20	1232	1716	688	275	755	223	357	378	347	314	679	231	375	348	364	242	164^	107^	118^	89^
9.00 - 9.30				A	12.3	17	1031	1770	613	206^	695	219^	338	349	349	272	756	324	490	432	377	229	212^	144^	107^	92^
9.30 - 10.00				A	11.0	15	922	1749	600	181^	690	226^	345	337	348	256	785	351	523	455	392	220^	180^	119^	94^	75^
10.00 - 10.30				A	10.7	15	897	1737	651	180^	719	228^	365	351	375	260	811	344	533	460	420	221^	138^	89^	69^	50v
10.30 - 11.00				A	10.2	15	855	1709	591	188^	689	199^	337	349	370	268^	846	351	576	482	437	225^	106^	60v	68v	47v
CBS TUESDAY NIGHT MOVIES	13	194		A	22.7	35	1902	1550	822	279	881	255	461	454	430	353	569	205	318	280	234	200	71^	49^	29v	29v
1 TUE. 9.00P 120 CBS FF		98		B	17.9	28	1500	1531	766	273	865	265	449	407	396	354	519	163	287	254	255	196	89	51	58	38
9.00 - 9.30				A	21.0	30	1760	1586	844	294	901	238	450	447	438	379	562	192	307	266	227	208	84^	56^	39^	39^
9.30 - 10.00				A	22.8	34	1911	1555	833	284	891	252	462	450	433	363	554	205	312	259	224	196	83^	56^	27v	27v
10.00 - 10.30				A	23.8	38	1994	1542	817	279	877	259	470	461	433	345	568	212	321	277	229	198	70^	44^	27v	27v
10.30 - 11.00				A	23.1	40	1936	1522	798	259	861	272	467	455	414	329	591	206	332	317	260	198	48^	39^	22v	22v
CBS WEDNESDAY NIGHT MOVIE	16		196	A	10.2	16	855	1870	714	216^	751	310	465	437	329	200^	845	452	583	489	322	207^	136^	57v	138^	91^
2 WED. 9.00P 120 CBS FF			98	B	13.0	21	1089	1655	705	248	760	247	442	409	377	262	649	252	431	374	308	179	142	55	104	64
9.00 - 9.30				A	10.0	15	838	2016	732	224^	758	296	460	427	339	218^	899	494	613	524	334	230^	158^	67v	201^	114^
9.30 - 10.00				A	10.0	15	838	1976	708	219^	735	280	434	430	322	212^	899	488	598	540	330	239^	153^	60v	189^	114^
10.00 - 10.30				A	10.7	18	897	1726	679	208^	725	311	463	432	323	179^	797	417	560	451	321	183^	120^	52v	84^	67v
10.30 - 11.00				A	10.1	18	846	1759	738	217^	785	359	509	459	322	190^	777	413	561	436	295	174^	113^	46v	84^	72^
CHEERS	7	202	199	A	16.2	24	1358	1659	725	308	808	317	514	469	331	261	604	269	400	367	252	161	128	97	119	99
THU. 9.00P 30 NBC CS		97	98	B	16.8	25	1408	1735	731	305	838	342	527	447	331	271	616	286	417	350	240	163	153	96	128	88
DALLAS	17	206	206	A	26.5	41	2221	1738	835	330	932	341	487	456	354	370	508	172	261	233	221	212	111	68	187	97
FRI. 9.00P 60 CBS GD		99	99	B	25.7	40	2154	1718	871	303	962	316	486	445	392	412	494	170	266	240	213	199	92	52	170	101
9.00 - 9.30				A	25.6	40	2145	1767	834	330	931	336	476	439	352	380	511	177	263	231	215	216	119	71	206	106
9.30 - 10.00				A	27.4	42	2296	1706	834	330	930	345	495	467	355	360	500	164	256	230	225	210	106	65	170	88
DECISION '84(S)		203		A	8.3	15	696	1346	718	117^	735	104^	258^	305^	370	395	526	209^	268^	174^	218^	246^	38v	27v	47v	26v
1 WED. 10.26P 33 NBC N		99																								
DIFF'RENT STROKES-SAT.	16	200	204	A	17.5	30	1467	2031	617	248	672	203	351	333	293	272	498	189	305	260	228	146	291	163	570	367
SAT. 8.00P 30 NBC CS		99	98	B	15.0	25	1257	1983	701	249	768	246	409	372	321	310	503	168	283	272	240	168	248	133	464	325
DOMESTIC LIFE	4	192		A	13.0	20	1089	1723	760	366	862	300	509	449	362	328	489	193^	305	262	227	160^	133^	57^	239	143^
1 WED. 8.00P 30 CBS CS		98		B	13.1	20	1098	1773	741	306	844	307	487	403	352	319	533	200	333	299	255	165	180	91	216	143
DUKES OF HAZZARD	16	198	201	A	16.2	26	1358	1942	657	188	724	219	326	288	284	351	569	198	292	270	249	235	154	55^	495	264
FRI. 8.00P 60 CBS CS		99	99	B	17.4	29	1458	2005	687	207	762	246	357	313	303	359	577	184	303	269	271	240	163	67	503	290
8.00 - 8.30				A	15.7	25	1316	1959	670	195	733	224	335	301	297	345	560	198	292	276	246	225	163	57^	503	270
8.30 - 9.00				A	16.7	26	1399	1919	646	182	716	215	317	274	269	359	572	196	286	263	249	242	144	52^	487	255
DYNASTY	15		203	A	25.4	38	2129	1580	836	332	937	337	523	467	400	324	412	117	196	180	199	180	122	68^	109	50^
2 WED. 9.00P 60 ABC GD			99	B	24.1	36	2020	1690	852	344	952	355	566	503	412	315	513	211	322	281	218	160	122	73	103	67
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DYNASTY-CONT'D																										
9.00 - 9.30				A	24.2	35	2028	1592	816	320	926	335	512	457	392	326	424	119	199	184	201	192	122	63^	120	52^
9.30 - 10.00				A	26.6	40	2229	1562	849	343	942	337	528	476	405	319	400	116	194	176	195	169	122	74^	98^	49^
EMERALD POINT,N.A.S.	14		200	A	12.3	19	1031	1384	759	310	897	287	439	387	398	410	419	113^	230	191^	225	187^	24v	24v	44v	24v
2 MON. 10.00P 60 CBS GD			99	B	14.6	23	1223	1472	774	241	875	265	440	400	393	383	489	156	274	241	235	195	75	40	33	20
10.00 - 10.30				A	12.7	19	1064	1400	753	286	887	286	436	374	382	413	427	117^	232	195^	220	189^	35v	35v	51v	29v
10.30 - 11.00				A	12.0	19	1006	1346	758	333	898	286	438	395	406	404	404	106^	219^	181^	225^	185^	11v	11v	33v	18v
EMPIRE	5	191	197	A	9.5	14	796	1598	681	322	783	283	422	386	299	313	590	234	331	287	239	216	85^	56^	140^	94^
1 WED. 8.30P 30 CBS CS		98	99	B	10.5	16	880	1637	695	296	786	291	452	391	323	290	561	214	335	309	251	178	133	76	157	112
2 WED. 8.00P 60																										
8.00 - 8.30				A	9.1	14	763	1595	703	294^	804	287^	419	381	287^	334	625	201^	325	281^	274^	258^	58v	58v	108^	76v
8.30 - 9.00				A	9.6	14	804	1618	680	342	783	284	430	393	308	308	581	249	336	293	228	201	98^	56^	156	105^
FACTS OF LIFE	15		195	A	18.4	27	1542	1653	666	236	717	216	420	389	328	259	536	167	326	304	266	184	270	128^	130^	97^
2 WED. 9.00P 30 NBC CS			96	B	17.6	26	1475	1799	689	245	786	282	469	403	333	273	524	200	331	285	226	160	283	159	206	138
FALCON CREST	16		205	A	21.7	37	1818	1638	855	328	978	328	521	437	412	390	452	136	216	221	204	197	122^	61^	86^	40^
2 FRI. 10.00P 60 CBS GD			99	B	22.1	37	1852	1564	836	285	932	278	456	429	405	402	449	133	227	213	210	192	91	51	92	67
10.00 - 10.30				A	22.4	37	1877	1703	890	340	1015	370	554	468	402	392	460	154	239	232	201	187	116^	60^	112^	47^
10.30 - 11.00				A	21.1	37	1768	1551	815	314	933	281	483	400	422	385	439	114^	192	206	208	205	121^	59^	58^	34v
FALL GUY	18	200	207	A	20.6	31	1726	1943	695	288	781	313	487	423	336	226	656	260	412	369	293	194	205	94	301	167

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
WED. 8.00P 60 ABC A		97	99	B	20.0	31	1676	1886	705	277	777	300	479	423	352	243	619	248	404	347	281	181	200	76	290	181
8.00 - 8.30				A	19.4	30	1626	1981	693	295	780	305	487	430	350	224	658	258	402	367	295	202	211	96	332	192
8.30 - 9.00				A	21.8	32	1827	1899	693	279	776	317	486	418	325	222	653	262	419	369	290	186	199	92	271	146
FAMILY TIES	5	193	196	A	14.5	21	1215	1795	713	251	813	266	458	405	350	318	480	192	287	241	205	151	196	128	306	197
THU. 8.30P 30 NBC CS		96	97	B	15.5	23	1299	1832	727	273	841	293	493	414	357	305	507	205	304	264	207	156	239	162	245	164
FANTASY ISLAND	14	204		A	16.7	30	1399	1901	809	342	886	320	532	453	351	323	538	220	346	318	227	148^	221	141^	256	174
1 SAT. 10.00P 60 ABC A		99		B	15.7	28	1316	1670	704	267	782	258	443	396	359	294	496	180	307	282	227	154	214	117	178	133
10.00 - 10.30				A	16.8	29	1408	1923	812	355	884	327	532	450	342	323	556	225	360	333	237	150^	222	145^	261	180
10.30 - 11.00				A	16.7	30	1399	1858	802	323	881	313	530	450	356	321	513	212	327	300	211	145^	216	132^	248	167
FIRST CAMERA	17		172	A	5.5	8	461	1625	675	235^	769	208^	393^	411^	413^	332^	567	247^	372^	328^	213^	195^	122v	49v	167^	112v
2 SUN. 7.00P 60 NBC DN			90	B	7.1	11	595	1717	687	282	752	211	390	398	371	308	658	205	361	356	324	240	141	66	166	123
7.00 - 7.30				A	5.8	9	486	1582	683	249^	767	199^	399^	416^	418^	324^	514	243^	333^	294^	171^	181^	142^	56v	159^	109v
7.30 - 8.00				A	5.1	7	427	1689	669	213^	777	220^	391^	407^	410^	346^	630	254^	414^	370^	262^	216^	103v	44v	179^	113v
FOUR SEASONS	2	198	200	A	20.7	29	1735	1710	803	306	870	244	405	392	375	383	585	157	255	262	264	265	148	100	107	83
1 SUN. 8.00P 60 CBS CS		99	99	B	20.7	29	1735	1710	803	306	870	244	405	392	375	383	585	157	255	262	264	265	148	100	107	83
2 SUN. 8.00P 30																										
8.00 - 8.30				A	20.2	29	1693	1703	786	302	855	236	392	387	371	379	591	157	256	267	278	269	160	109	97	73
8.30 - 9.00				A	21.8	30	1827	1715	833	310	897	263	427	398	379	389	564	158	252	250	235	252	124^	79^	130	102^
FOUL UPS, BLEEPS-BLUNDERS	4	197	199	A	18.1	26	1517	1889	737	312	841	323	537	430	354	263	597	244	408	323	248	172	198	138	253	162
TUE. 8.00P 30 ABC U		98	98	B	18.7	27	1567	1877	709	318	820	319	514	424	349	249	563	227	381	302	246	161	220	143	274	168
GIMME A BREAK	15	186	193	A	15.4	23	1291	1767	708	246	808	265	426	380	343	336	490	172	269	228	208	188	180	115	289	171
THU. 8.00P 30 NBC CS		95	97	B	14.9	23	1249	1900	735	267	850	274	460	406	365	339	496	168	272	255	222	178	216	135	338	235
HALLMARK HALL OF FAME(S)			199	A	15.0	23	1257	1582	698	276	786	180^	354	367	405	350	650	195	304	282	318	281	72^	12v	74^	47v
2 TUE. 8.00P 180 CBS GD			99																							
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
HALLMARK HALL OF F-CONT'D																										
8.00 - 8.30				A	14.0	20	1173	1568	737	269	808	183^	345	336	369	386	598	157^	251	245	262	298	67^	13v	95^	61^
8.30 - 9.00				A	14.4	20	1207	1587	722	291	786	189^	357	379	386	345	630	179^	284	272	315	287	62^	10v	109^	73^
9.00 - 9.30				A	16.0	23	1341	1587	698	280	779	203	380	383	385	322	638	195	309	308	320	257	55^	12v	115^	63^
9.30 - 10.00				A	15.4	23	1291	1602	704	275	790	181	362	373	418	346	670	210	327	301	332	271	56^	5v	86^	48^
10.00 - 10.30				A	15.4	25	1291	1595	696	283	799	170^	349	381	442	356	681	215	327	281	331	285	85^	12v	30v	25v
10.30 - 11.00				A	14.5	25	1215	1567	663	262	775	153^	333	358	436	355	685	210	320	284	348	294	98^	15v	9v	9v
HAMMER'S MORE THAN MURDER(S)		193		A	21.6	34	1810	1468	705	262	745	188	369	381	423	317	575	166	310	307	320	220	104^	28v	44^	36^
1 THU. 9.00P 120 CBS PD		97																								
9.00 - 9.30				A	21.1	31	1768	1549	703	246	747	178	347	344	414	352	588	169	323	305	322	228	136	39^	78^	57^
9.30 - 10.00				A	22.4	35	1877	1498	725	258	770	201	401	389	436	321	559	140	288	284	326	225	123	26v	46^	37^
10.00 - 10.30				A	22.1	36	1852	1421	696	278	729	184	371	400	427	290	567	167	307	320	320	209	96^	25v	29v	29v
10.30 - 11.00				A	20.8	36	1743	1400	696	265	731	191	353	388	409	305	587	191	320	317	305	218	60^	21v	22v	22v
HAPPY DAYS	14	200	201	A	16.0	23	1341	1881	743	301	850	365	549	419	320	261	543	242	395	322	217	137	240	147	248	174
TUE. 8.30P 30 ABC CS		99	99	B	13.9	20	1165	1884	694	303	809	379	568	432	313	196	488	212	350	302	223	104	279	179	308	209
HARDCASTLE & MCCORMICK	18	201	203	A	19.0	26	1592	2033	727	356	791	284	522	502	395	224	833	315	607	536	431	177	202	84	207	105
SUN. 8.00P 60 ABC A		99	99	B	17.2	25	1441	1975	713	313	786	290	519	476	389	222	765	308	549	482	380	174	176	72	248	158
8.00 - 8.30				A	18.5	26	1550	2040	712	342	773	277	508	492	384	222	851	327	625	547	436	175	188	80	228	120
8.30 - 9.00				A	19.5	27	1634	2019	737	368	804	291	533	509	402	224	814	301	590	529	426	176	214	87	187	90
HART TO HART	16	204	203	A	16.1	27	1349	1600	768	289	867	341	522	463	389	265	538	221	390	304	264	136	111	82^	84^	52^
TUE. 10.00P 60 ABC PD		99	99	B	16.5	27	1383	1564	742	314	840	318	532	472	400	244	535	205	352	313	258	147	121	77	68	42
10.00 - 10.30				A	16.2	26	1358	1602	766	285	865	338	528	463	383	264	516	226	381	287	235	135	116	84^	105	72^
10.30 - 11.00				A	16.1	28	1349	1578	762	290	859	338	512	455	391	265	549	211	391	320	287	133	106	79^	64^	36^
HILL STREET BLUES	16	208	212	A	18.0	30	1508	1632	690	303	749	303	551	519	361	168	772	403	611	548	320	126	82	30^	29^	8v
THU. 10.00P 60 NBC OP		97	99	B	17.8	29	1492	1674	705	297	772	333	561	500	357	176	750	365	573	506	322	142	97	42	55	38
10.00 - 10.30				A	17.6	28	1475	1648	719	322	778	316	575	539	373	173	761	394	600	539	321	127	83	27^	26^	8v
10.30 - 11.00				A	18.4	31	1542	1609	661	284	721	292	530	497	349	164	780	410	621	557	320	124	78	29^	30^	8v
HOLLYWOOD'S...MYSTERIES(S)			199	A	10.4	18	872	1634	777	369	809	263^	513	500	477	234^	581	199^	406	338	304	175^	187^	87^	57v	42v
2 SAT. 10.00P 60 NBC SM			96																							
10.00 - 10.30				A	10.6	18	888	1657	771	351	801	267	499	490	462	236^	597	211^	421	350	306	176^	215^	98^	44v	44v
10.30 - 11.00				A	10.1	17	846	1617	791	391	823	262^	532	511	496	233^	571	191^	396	328	302	175^	156^	75^	67v	40v
HOTEL	17	202	202	A	19.3	35	1617	1445	784	309	873	264	469	429	422	337	452	147	247	212	202	181	86	47^	34^	7v
1 WED. 10.33P 60 ABC GD		98	98	B	22.0	37	1844	1534	813	306	896	279	498	465	443	329	507	175	294	268	245	176	82	53	49	30
2 WED. 10.00P 60																										
10.00 - 10.30				A	23.5	39	1969	1436	791	347	883	270	458	430	436	346	424	108^	229	197	227	168	88^	54^	41^	8v
10.30 - 11.00				A	19.2	35	1609	1427	769	304	854	250	441	405	415	346	451	140	239	209	212	184	90	46^	32^	5v
11.00 - 11.30				A	15.6	32	1307	1493	806	274	902	289	546	475	416	305	498	215	287	245	154^	191	70^	35v	23v	8v
JEFFERSONS	13	200		A	22.7	32	1902	1729	791	287	880	302	441	384	339	375	522	160	252	209	215	246	148	101^	179	112^
1 SUN. 9.00P 30 CBS CS		99		B	18.9	27	1584	1655	773	296	864	257	419	387	369	387	504	158	255	230	220	214	129	68	158	105
KNIGHT RIDER	16	207	210	A	18.6	26	1559	2176	674	260	790	314	527	433	339	235	660	231	446	403	326	174	222	98	504	365
SUN. 8.00P 60 NBC A		98	99	B	17.8	26	1492	2122	680	263	768	290	503	450	355	223	666	257	462	416	320	163	247	107	441	294
8.00 - 8.30				A	16.8	24	1408	2150	649	243	764	297	512	420	333	230	654	224	441	396	323	172	225	99	507	365
8.30 - 9.00				A	20.3	28	1701	2206	697	274	812	328	538	445	342	241	669	238	455	412	331	177	223	100	502	368
KNOTS LANDING	17		199	A	20.1	33	1684	1518	857	296	1043	419	593	452	411	391	359	139	192	179	190	138	57^	57^	59^	33v
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																													
KNOTS LANDING-CONT'D																													
2 THU. 10.00P	60	CBS	GD			99	B	20.4	34	1710	1550	846	300	958	350	538	469	403	357	423	165	257	222	190	141	100	64	69	46
10.00 - 10.30							A	20.2	32	1693	1559	864	296	1057	433	603	457	407	393	368	141	193	187	195	144	57^	57^	77^	43^
10.30 - 11.00							A	19.9	34	1668	1477	851	294	1030	403	582	447	417	389	349	134^	191	170	185	133^	59^	58^	39^	22v
LEGMEN				3	180	198	A	8.7	14	729	1771	678	307	772	248	445	407	379	271	639	165	407	363	366	195	224	135^	136^	70^
FRI. 8.00P	60	NBC	PD		94	99	B	9.3	15	779	1858	664	278	730	220	435	419	388	236	724	222	484	422	400	193	265	108	139	87
8.00 - 8.30							A	9.0	14	754	1699	674	317	782	245	427	406	391	289	601	122^	365	363	372	201	201	136^	115^	52^
8.30 - 9.00							A	8.4	13	704	1824	677	288	753	246	458	405	365	250	670	207	444	354	355	188	243	132^	158^	89^
LOVE BOAT				18	199	205	A	21.6	36	1810	1661	782	297	851	233	425	395	372	363	480	143	258	234	216	179	164	115	166	126
1 SAT. 9.00P	60	ABC	CS		99	99	B	20.1	33	1684	1731	771	273	854	248	421	393	369	378	513	165	286	252	230	198	171	104	193	140
2 SAT. 9.00P	120																												
9.00 - 9.30							A	21.0	34	1760	1718	796	299	869	237	442	402	376	369	501	166	283	248	217	178	154	119	194	142
9.30 - 10.00							A	21.7	36	1818	1708	802	314	880	254	461	412	378	359	487	142	265	243	224	179	162	127	179	128
10.00 - 10.30							A	22.1	37	1852	1557	749	282	801	207	371	369	360	360	444	117^	223	217	204	176	179	106^	133	115^
10.30 - 11.00							A	22.5	39	1886	1539	742	277	804	205	373	370	366	360	454	128	229	213	203	179	163	91^	118^	101^
MAGNUM, P.I.				17	203	205	A	22.7	34	1902	1854	769	283	848	267	449	409	401	342	657	217	369	352	314	247	157	54^	192	122
THU. 8.00P	60	CBS	PD		97	99	B	22.6	35	1894	1788	749	271	819	245	422	399	383	338	633	222	382	336	298	215	149	54	187	119
8.00 - 8.30							A	21.8	33	1827	1847	766	290	846	262	447	406	399	344	654	218	370	348	311	245	157	54^	190	118
8.30 - 9.00							A	23.7	35	1986	1845	765	273	843	270	447	410	398	337	655	214	367	354	317	246	154	52^	193	123
MAMA'S FAMILY				4		193	A	11.3	18	947	1641	612	282	671	218^	377	371	355	269	479	133^	269	258	238^	187^	247	122^	244	201^
2 SAT. 9.30P	30	NBC	CS			96	B	12.4	20	1039	1795	703	280	782	283	458	391	349	285	535	189	309	313	258	177	218	112	260	217
MASQUERADE				6	180		A	11.8	18	989	1927	700	255	759	320	580	522	358	133^	701	273	502	414	341	162^	323	99^	144^	111^
1 THU. 9.00P	60	ABC	A		94		B	12.3	19	1031	1792	642	235	695	228	443	418	376	191	693	245	466	412	353	190	218	74	186	125
9.00 - 9.30							A	11.9	18	997	1976	706	270	767	320	593	533	372	129^	705	281	510	426	341	158^	344	111^	160^	126^
9.30 - 10.00							A	11.7	18	980	1868	695	239	751	318	565	508	346	138^	695	267	497	400	340	165^	294	86^	128^	93^
MASTER				3	177	192	A	9.9	15	830	2063	662	240	699	276	474	430	347	179	665	258	504	439	339	143	250	73^	449	313
FRI. 9.00P	60	NBC	A		91	99	B	11.0	17	922	2044	666	277	704	285	489	468	361	158	752	300	572	503	399	147	239	88	349	245
9.00 - 9.30							A	9.7	15	813	2053	636	228	675	275	449	410	320	181	636	234	474	418	330	140^	260	83^	482	332
9.30 - 10.00							A	10.2	16	855	2033	675	251	710	275	492	441	360	175	673	272	516	454	336	140	238	61^	412	292
MATT HOUSTON				15	201	202	A	18.0	31	1508	1704	725	252	772	244	484	471	435	231	662	225	437	399	353	191	121	41^	149	95
FRI. 10.00P	60	ABC	PD		99	99	B	15.6	27	1307	1659	719	273	777	257	495	468	413	236	600	214	394	361	310	166	143	65	139	101
10.00 - 10.30							A	17.5	29	1467	1701	709	249	759	239	480	470	428	224	648	204	425	403	363	187	119	46^	175	115
10.30 - 11.00							A	18.6	33	1559	1691	736	253	780	247	487	466	440	239	666	242	441	391	342	194	120	34^	125	74^
MIKE HAMMER				2	201	200	A	16.3	28	1366	1693	655	262	703	205	395	400	349	262	733	242	463	450	390	220	147	56^	110	69^
SAT. 10.00P	60	CBS	PD		99	99	B	16.3	28	1366	1693	655	262	703	205	395	400	349	262	733	242	463	450	390	220	147	56	110	69
10.00 - 10.30							A	16.1	27	1349	1745	666	274	707	203	396	405	354	265	741	241	467	454	397	223	161	56^	136	82^
10.30 - 11.00							A	16.6	29	1391	1623	635	245	688	203	387	391	339	254	716	237	452	440	382	216	135	57^	84^	56^
MISSISSIPPI				16	195		A	14.9	21	1249	1700	816	250	896	160^	323	347	437	505	481	60^	131^	167^	238	299	143^	92^	180^	141^
1 TUE. 8.00P	60	CBS	GD		98		B	13.8	21	1156	1485	771	226	858	158	282	283	381	515	469	89	163	166	220	269	68	33	90	60
8.00 - 8.30							A	14.4	21	1207	1671	787	242	864	144^	299	328	429	501	478	59^	127^	154^	232	304	144^	89^	185^	145^
8.30 - 9.00							A	15.5	22	1299	1707	835	255	917	174^	343	360	439	505	478	58^	133^	176^	241	292	140^	94^	172^	136^
MOST BEAUTIFUL GIRL-WORLD(S)						196	A	19.8	29	1659	1852	799	296	886	295	521	454	365	308	595	232	397	367	256	150	153	89^	218	144
2 MON. 9.00P	120	NBC	AC			98																							
9.00 - 9.30							A	19.1	26	1601	2027	816	321	914	316	555	462	367	306	625	260	420	371	249	156	207	116^	281	186
CONT'D																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MOST BEAUTIFUL GIR-CONT'D																										
9.30 - 10.00				A	19.3	27	1617	1865	810	303	897	309	540	457	354	308	569	211	368	346	246	157	183	111^	216	145
10.00 - 10.30				A	20.2	30	1693	1760	790	285	871	283	503	463	373	301	583	232	396	364	252	145	115^	71^	191	128^
10.30 - 11.00				A	20.8	33	1743	1740	766	269	851	266	476	432	364	310	599	223	402	378	273	148	108^	60^	182	116^
MOVIE OF THE WEEK-SAT(S)		199		A	10.5	18	880	1731	519	316	601	241^	369	346	261^	189^	765	292	511	478	402	166^	227^	30v	138^	96^
1 SAT. 9.00P 120 NBC FF		98																								
9.00 - 9.30				A	9.9	16	830	1765	581	311	609	205^	358	376	286	205^	727	335	484	373	320	167^	198^	43v	231^	151^
9.30 - 10.00				A	9.4	16	788	1665	534	301	584	228^	338	338	245^	206^	774	260^	493	482	439	180^	194^	49v	113^	78^
10.00 - 10.30				A	11.6	20	972	1786	501	325	612	266	384	340	260	180^	780	295	525	514	414	168^	262	17v	132^	100^
10.30 - 11.00				A	11.0	20	922	1698	466	321	591	259	386	329	254	168^	775	280	533	532	430	153^	248^	17v	84^	62v
NBC MONDAY NIGHT MOVIES	15	189		A	17.8	28	1492	1700	601	241	655	262	412	379	310	185	882	350	600	566	432	212	95^	17v	68^	44^
1 MON. 9.00P 150 NBC FF		96		B	18.4	28	1542	1627	785	289	879	316	537	485	399	280	533	193	350	322	256	151	137	75	78	47
9.00 - 9.30				A	17.0	24	1425	1660	595	259	639	256	403	370	299	176	818	319	546	546	395	201	117^	17v	86^	46^
9.30 - 10.00				A	17.8	26	1492	1723	641	249	682	250	412	394	338	193	834	319	560	544	410	203	102^	16v	105^	70^
10.00 - 10.30				A	18.9	29	1584	1721	614	251	671	265	415	389	312	193	912	366	629	597	449	210	82^	16v	56^	43^
10.30 - 11.00				A	18.4	30	1542	1714	595	247	667	274	427	386	312	187	933	386	634	560	433	234	79^	16v	35v	22v
11.00 - 11.30				A	16.7	32	1399	1704	565	195	614	264	402	358	290	181	918	360	630	586	472	218	109^	24v	63^	46^
NBC NEWS DIGEST-M-F	89	170	166	A	13.0	19	1089	1882	676	255	753	251	426	397	338	275	598	203	369	335	294	192	234	98	297	193
M-F 8.58P 1 NBC N		85	84	B	13.1	20	1098	1869	680	250	765	247	428	393	355	284	617	221	376	329	282	204	198	90	289	188
NBC NEWS DIGEST-2-M-F	42	180	178	A	12.9	19	1081	1602	718	305	784	286	481	450	347	252	556	236	385	358	249	143	144	69	118	64
1 TUE. 9.46P 1 NBC N		88	88	B	12.9	20	1081	1756	752	295	844	324	539	481	378	253	581	241	394	344	260	152	180	101	151	96
THU. 9.58P 1																										
2 MON. 9.49P 1																										
NBC NEWS DIGEST-SAT	18	174	174	A	12.2	20	1022	2145	603	240	662	208	334	313	276	274	521	176	305	288	240	171	323	164	639	413
SAT. 8.58P 1 NBC N		89	87	B	11.5	19	964	1962	696	249	764	240	420	367	343	297	524	163	291	279	253	186	223	114	451	309
NBC NEWS DIGEST-2-SAT.	7	181	176	A	9.2	15	771	1665	546	255	606	225	315	319	270	258	638	187	382	365	351	198	245	85^	176	134^
1 SAT. 9.59P 1 NBC N		91	90	B	9.5	16	796	1842	685	283	768	293	442	391	327	280	622	219	377	360	308	189	198	80	254	202
2 SAT. 9.58P 1																										
NBC NEWS DIGEST-SUN	18	179	183	A	15.8	22	1324	2176	699	299	842	346	565	461	367	242	660	216	444	396	339	185	218	101	456	324
SUN. 8.58P 1 NBC N		87	89	B	14.9	21	1249	2060	689	278	783	299	507	452	361	228	651	247	447	393	315	167	231	101	395	259
NBC NIGHTLY NEWS-SAT.	15	158	159	A	7.8	15	654	1572	675	251	758	143^	348	312	417	373	606	100^	248	292	326	291	106^	71^	102^	44v
SAT. 6.30P 30 NBC N		88	88	B	9.2	17	771	1517	668	215	754	135	279	278	331	429	591	121	259	262	287	293	101	49	71	47
NBC NIGHTLY NEWS-SUN	6		174	A	10.8	18	905	1662	776	296	815	127^	399	407	515	361	643	130^	288	326	382	274	111^	45v	93^	59v
2 SUN. 6.30P 30 NBC N			87	B	6.6	11	553	1593	700	258	795	148	306	290	391	419	576	132	266	257	293	269	114	37	108	71
NBC NIGHTLY NEWS	89	203	206	A	11.6	19	972	1594	722	185	793	150	332	314	367	410	618	148	280	287	285	290	86	32^	97	51^
M-F 6.30P 30 NBC N		98	99	B	11.4	20	955	1567	690	229	774	155	323	309	360	401	616	155	284	268	282	290	82	32	95	61
NBC REPORTS:IACOCCA(S)		191		A	7.0	11	587	1842	648	375^	734	199^	420	423	396	253^	826	183^	443	520	458	306^	36v	LT	246^	160^
1 SUN. 7.00P 60 NBC DN		97																								
7.00 - 7.30				A	6.4	10	536	1817	724	453	809	184^	442	505	491	267^	774	147^	400^	456	447	318^	18v	LT	216^	138^
7.30 - 8.00				A	7.7	11	645	1826	575	302^	660	209^	397	350^	312^	236^	853	208^	473	564	462	289^	47v	LT	266^	171^
NBC SUNDAY NIGHT MOVIE	14	201	206	A	19.6	29	1642	1831	736	369	809	272	492	449	376	271	716	257	469	428	357	196	189	65^	117	73
1 SUN. 9.00P 115 NBC FF		99	99	B	17.4	26	1458	1824	730	295	808	293	518	471	389	239	699	283	493	423	337	161	190	83	127	80
2 SUN. 9.00P 136																										
CONT'D																										

 KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME (WK # DAY START TIME DUR NET PROG. TYPE)	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC SUNDAY NIGHT M-CONT'D																										
9.00 - 9.30				A	19.2	27	1609	1935	748	399	812	272	514	472	393	253	724	252	472	443	375	192	206	90	193	127
9.30 - 10.00				A	19.0	27	1592	1837	742	382	811	271	502	448	383	269	713	248	463	428	367	197	187	68^	126	69^
10.00 - 10.30				A	19.3	29	1617	1828	730	360	803	274	479	438	362	275	733	271	492	448	358	193	199	48^	93	60^
10.30 - 11.00				A	19.7	31	1651	1776	721	348	801	270	476	435	362	277	715	266	474	428	343	197	173	50^	87	55^
11.00 - 11.30				A	24.4	42	2045	1668	748	338	854	304	501	427	355	318	637	228	377	316	289	220	156	67^	21v	10v
NEW SHOW	4		200	A	6.8	12	570	1714	690	343^	765	324^	580	535	371^	139^	607	340^	475	433	240^	103v	159^	LT	183^	183^
2 FRI. 10.00P 60 NBC GV			99	B	8.3	14	696	1846	654	372	747	343	546	467	334	160	685	356	523	506	285	118	228	93	186	127
10.00 - 10.30				A	7.0	12	587	1758	696	367^	769	319^	591	505	364^	162^	624	339^	489	455	250^	125^	181^	LT	184^	184^
10.30 - 11.00				A	6.6	12	553	1653	679	319^	756	329^	566	564	374^	114^	585	339^	458	408^	226^	81v	132^	LT	180^	180^
NEWHART	14	205	200	A	19.6	28	1642	1662	786	276	874	271	423	398	374	392	560	203	341	282	262	203	122	54^	106	51^
1 MON. 8.30P 30 CBS CS		99	99	B	18.7	27	1567	1639	755	257	838	274	444	412	365	341	578	211	350	314	272	197	130	61	93	50
2 MON. 9.30P 30																										
NEWSBREAK-M-F	89	178	178	A	15.0	22	1257	1750	752	252	845	259	411	373	357	383	587	188	303	282	266	249	121	53	197	115
1 MWTHF 8.58P 1 CBS N		89	90	B	15.6	23	1307	1785	752	249	832	253	414	382	357	366	559	186	313	282	259	214	141	65	253	158
1 TUE. 8.57P 2																										
2 MTHF 8.58P 1																										
2 WED. 8.57P 2																										
NEWSBREAK-SAT.	17	170	182	A	9.4	15	788	1966	624	294	704	194	387	350	372	278	665	248	459	413	346	175	281	99^	316	231
SAT. 8.58P 1 CBS N		89	91	B	10.6	18	888	1989	718	244	798	278	454	412	355	289	619	253	406	368	286	175	191	84	381	230
NEWSBREAK-SUN.	18	186	185	A	14.9	21	1249	1714	739	274	799	232	359	353	351	360	605	209	336	327	281	220	153	96	157	125
1 SUN. 8.58P 1 CBS N		94	93	B	17.6	25	1475	1690	770	298	847	228	389	372	389	392	575	171	288	279	276	235	108	63	160	108
2 SUN. 9.09P 1																										
NIGHT COURT	4		195	A	16.1	24	1349	1643	680	239	724	231	465	444	360	225	601	176	398	394	332	167^	249	111^	69^	52^
2 WED. 9.30P 30 NBC CS			97	B	15.6	23	1307	1767	742	273	814	293	519	456	380	254	567	200	382	361	293	148	268	128	118	68
OH MADELINE	16	205	196	A	17.2	26	1441	1743	719	288	836	345	531	431	347	256	539	230	379	312	241	132	182	109	186	146
TUE. 9.30P 30 ABC CS		99	98	B	15.7	24	1316	1697	703	286	799	317	519	436	355	229	526	214	341	311	234	137	211	138	161	113
REAGAN-BUSH '84 COMM.(S)		204		A	15.8	27	1324	1523	614	246	705	289	474	413	340	187	687	253	448	420	320	181	110^	75^	21v	21v
1 SUN. 10.55P 5 ABC P		99																								
REAGAN PAID POLITICAL(S)		199		A	17.7	30	1483	1463	788	271	883	272	417	341	338	431	462	169	264	217	189	181	79^	55^	39v	32v
1 SUN. 10.55P 5 CBS P		99																								
REAGAN PAID POLITICAL-NBC(S)		203		A	12.2	21	1022	1635	547	224^	574	149^	280	309	265	233	837	363	631	555	386	163^	195^	LT	29v	29v
1 SUN. 10.55P 5 NBC P		99																								
REAL PEOPLE	17	197	202	A	17.4	26	1458	1762	705	191	751	190	338	335	326	354	594	201	324	301	259	220	206	122	211	121
WED. 8.00P 60 NBC PV		90	98	B	16.1	25	1349	1690	698	231	776	203	347	337	346	370	578	163	288	265	253	255	174	100	162	96
8.00 - 8.30				A	16.7	26	1399	1792	721	204	769	195	348	337	334	366	604	218	331	303	246	226	194	124	225	125
8.30 - 9.00				A	18.1	27	1517	1730	687	179	730	185	328	332	316	343	583	182	313	296	272	218	220	122	197	117
REMINGTON STEELE	4	197	195	A	14.9	24	1249	1641	726	312	780	300	533	469	353	212	595	257	433	392	291	134	171	48^	95	52^
1 TUE. 9.00P 120 NBC PD		98	97	B	15.3	25	1282	1667	712	296	779	315	527	465	354	212	662	298	480	410	305	149	140	47	86	48
2 TUE. 10.00P 60																										
9.00 - 9.30				A	15.4	22	1291	1827	711	316	790	305	526	479	362	223	550	227	408	380	300	122^	268	66^	219	124^
9.30 - 10.00				A	14.7	22	1232	1716	712	304	810	338	536	457	321	233	570	223	419	395	311	134^	234	69^	102^	51^
10.00 - 10.30				A	15.4	25	1291	1592	728	304	760	287	522	464	352	207	623	284	451	403	283	140	143	40^	66^	36^
10.30 - 11.00				A	14.2	24	1190	1563	746	325	784	289	548	480	375	203	605	267	436	391	278	131	120	40^	54^	29^

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
RIPTIDE	4		198	A	20.1	30	1684	1909	715	260	769	300	514	460	380	213	722	321	485	430	317	185	218	71^	200	125^
2 TUE. 9.00P 60 NBC PD			99	B	20.7	31	1735	1853	687	270	752	276	491	451	378	218	808	354	579	493	356	179	169	45	124	70
9.00 - 9.30				A	20.0	29	1676	1861	702	270	739	283	484	440	359	214	698	301	458	415	313	185	209	77^	215	139
9.30 - 10.00				A	20.3	30	1701	1940	723	250	793	316	541	478	396	211	743	340	508	440	318	186	222	63^	182	112^
RIPLEY'S BELIEVE IT-NOT	16	180	187	A	13.1	19	1098	2223	661	275	718	287	480	458	351	180	863	403	629	545	366	182	247	116	395	273
1 SUN. 7.13P 47 ABC U		92	95	B	12.9	20	1081	2063	664	267	738	276	460	435	334	223	767	320	543	472	357	177	228	106	330	216
2 SUN. 7.00P 60																										
7.00 - 7.30				A	10.5	16	880	2120	659	289	719	288	458	446	339	195	825	371	577	536	356	202	229	115^	347	252
7.30 - 8.00				A	15.2	22	1274	2268	658	269	715	284	490	462	354	173	878	420	653	547	369	170	256	118	419	281
ST. ELSEWHERE	12		201	A	13.1	22	1098	1570	741	210	832	320	599	556	386	192^	560	179^	389	395	318	140^	125^	48v	53v	17v
2 WED. 10.00P 60 NBC GD			97	B	12.8	21	1073	1595	758	305	843	338	551	505	382	240	617	284	444	393	270	138	92	48	43	22
10.00 - 10.30				A	13.6	23	1140	1607	748	205	836	323	607	566	382	188^	569	174^	401	403	333	140^	146^	68^	56^	20v
10.30 - 11.00				A	12.7	22	1064	1510	729	211^	821	314	584	538	386	196^	548	184^	377	380	302	141^	95^	25v	46v	13v
SCARECROW & MRS. KING(S)	14		181	A	18.8	26	1575	1792	852	305	949	342	541	493	435	345	482	136^	289	263	257	167	175	94^	186	89^
2 MON. 8.00P 60 CBS GD			96	B	19.1	28	1601	1803	774	290	865	285	472	436	387	337	545	182	325	294	262	190	174	89	219	140
8.00 - 8.30				A	17.6	25	1475	1776	841	289	945	338	530	477	428	359	475	128^	285	272	260	164	158	89^	198	88^
8.30 - 9.00				A	20.0	28	1676	1797	864	318	954	343	550	503	444	338	485	142	289	251	250	171	186	96^	172	88^
SILVER SPOONS	14	197	197	A	17.0	28	1425	2128	585	252	641	204	340	318	277	249	489	161	293	287	239	149	375	175	623	400
SAT. 8.30P 30 NBC CS		98	98	B	15.1	25	1265	2035	693	249	759	262	429	372	322	287	505	175	299	291	236	157	275	145	496	345
SIMON & SIMON	17		201	A	22.8	33	1911	1717	801	281	875	285	468	403	410	347	611	203	333	332	297	226	118^	37^	113^	78^
2 THU. 9.00P 60 CBS PD			98	B	23.7	36	1986	1719	770	264	848	275	473	435	395	318	619	217	382	344	301	199	132	52	120	77
9.00 - 9.30				A	22.3	32	1869	1768	813	281	877	272	467	401	416	354	631	207	334	334	304	240	133	41^	127	91^
9.30 - 10.00				A	23.3	34	1953	1665	791	281	875	299	472	401	404	342	594	200	331	329	293	215	98^	30^	98^	66^
60 MINUTES	20	207	207	A	26.1	39	2187	1636	742	287	796	152	351	375	401	384	666	147	314	339	341	278	109	50^	65	37^
SUN. 7.00P 60 CBS DN		99	99	B	24.8	38	2078	1639	726	285	779	189	353	349	370	366	702	192	359	354	347	284	85	38	73	45
7.00 - 7.30				A	25.1	38	2103	1612	735	284	785	145	340	368	392	385	666	141	311	337	346	280	97	44^	64	27^
7.30 - 8.00				A	27.1	40	2271	1651	746	290	804	157	360	380	404	383	659	151	316	340	333	272	119	55	69	47^
STATE-UNION ANALYSIS-1(S)		202		A	11.7	18	980	1323	655	223^	671	112^	249	296	395	375	497	99^	181^	196^	245	279	68^	LT	87^	70^
1 WED. 9.50P 5 CBS N		99																								
STATE-UNION ANALYSIS-2(S)		200		A	8.4	15	704	1295	672	233^	697	46v	186^	237^	417	460	519	157^	212^	210^	204^	264^	56v	LT	23v	23v
1 WED. 10.27P 14 CBS N		99																								
T.J. HOOKER	18	198	201	A	17.3	29	1450	1919	820	325	879	236	445	439	428	359	698	207	372	337	330	263	135	60^	207	145
SAT. 8.00P 60 ABC OP		99	97	B	16.6	28	1391	1791	730	271	803	210	392	387	390	351	630	172	335	313	322	256	136	63	222	148
8.00 - 8.30				A	16.1	27	1349	1941	836	349	897	244	466	458	439	358	707	212	373	335	322	274	124	55^	213	151
8.30 - 9.00				A	18.6	31	1559	1879	799	300	853	224	423	422	415	355	686	201	371	336	333	252	143	64^	197	140
TV BLOOPERS & PRAC. JOKES	4	201	158	A	20.4	29	1710	1951	694	270	780	302	499	443	339	230	687	277	460	388	318	184	245	116	239	181
MON. 8.00P 60 NBC CV		98	88	B	21.2	30	1777	1921	712	285	802	321	504	445	354	241	653	265	447	392	305	165	211	98	255	174
8.00 - 8.30				A	20.2	29	1693	1945	699	280	786	300	492	442	340	239	684	274	455	383	319	185	240	115	235	176
8.30 - 9.00				A	20.6	29	1726	1953	689	261	775	304	504	443	340	223	689	277	465	395	317	183	247	116	242	183
TV-FUNNIEST MOMENTS(S)		176		A	11.7	20	980	1769	618	321	707	233^	458	409	393	217^	648	269	453	405	317	151^	213^	75^	201^	143^
1 FRI. 10.00P 60 NBC CV		91																								
10.00 - 10.30				A	11.2	19	939	1810	637	340	733	262	503	448	402	195^	639	266	451	402	312	141^	221^	82^	217^	152^
10.30 - 11.00				A	12.2	22	1022	1718	596	301	676	204^	412	373	380	235	656	272	454	406	321	161^	204^	68^	182^	135^
THAT'S INCREDIBLE CONT'D	17	199	166	A	14.6	21	1223	1924	634	254	706	227	351	308	272	307	654	250	367	331	250	216	203	79^	361	252

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	35-64	55+	MEN TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																										
THAT'S INCREDIBLE-CONT'D																										
MON. 8.00P 60 ABC PV		98	93	B	14.9	22	1249	1904	651	281	715	228	401	358	314	268	671	240	408	349	299	219	201	79	317	224
8.00 - 8.30				A	14.1	20	1182	1906	630	257	707	228	345	313	271	311	640	253	346	316	227	227	205	81^	354	247
8.30 - 9.00				A	15.2	21	1274	1914	626	247	695	222	350	296	266	303	659	244	383	341	267	203	197	77^	363	252
THREE'S COMPANY	16	207	197	A	18.9	27	1584	1836	705	282	799	338	501	391	310	254	514	226	362	287	205	139	248	131	275	209
TUE. 9.00P 30 ABC CS		99	98	B	17.6	26	1475	1810	693	273	789	324	505	409	331	237	547	221	355	313	241	150	241	147	233	166
TRAPPER JOHN, M.D.	15	201		A	20.7	34	1735	1529	805	287	890	282	444	372	341	409	457	176	263	223	183	168	118^	78^	64^	47^
1 SUN. 10.00P 55 CBS GD		99		B	17.3	29	1450	1468	755	267	850	251	407	378	366	391	472	154	257	235	217	183	86	46	60	42
10.00 - 10.30				A	20.7	33	1735	1550	802	284	882	271	441	379	342	403	465	177	262	225	187	172	129^	83^	74^	54^
10.30 - 11.00				A	20.8	35	1743	1494	807	290	898	292	444	363	339	420	447	173	264	218	180	166	99^	72^	50^	37^
20/20	18	188	201	A	14.1	23	1182	1561	727	238	770	200	412	415	395	278	643	184	373	356	325	209	94^	55^	54^	48^
THU. 10.00P 60 ABC DN		96	99	B	14.0	23	1173	1526	709	264	759	199	409	403	415	286	630	183	352	358	327	216	90	43	47	32
10.00 - 10.30				A	14.9	24	1249	1560	713	242	762	200	415	411	392	269	645	184	383	367	330	202	100	64^	53^	46^
10.30 - 11.00				A	13.2	23	1106	1567	745	233	785	201	411	423	403	291	643	182	361	346	323	218	85^	44^	54^	51^
WE GOT IT MADE	4		195	A	11.5	19	964	1633	519	244	570	150^	299	305	322	242	471	134^	288	279	244	162^	271	151^	321	259
2 SAT. 9.00P 30 NBC CS			97	B	12.4	20	1039	1868	662	270	740	269	445	373	335	258	534	194	334	325	271	157	275	129	319	254
WEBSTER	17	199	203	A	20.9	33	1751	1906	777	325	844	320	499	465	364	297	494	170	286	284	233	170	212	117	356	224
FRI. 8.30P 30 ABC CS		98	99	B	17.6	28	1475	1793	762	308	860	301	498	444	378	312	493	174	296	278	226	165	166	96	274	188
WHIZ KIDS	4	182	198	A	8.3	14	696	1938	653	299	748	221	409	341	376	305	626	258	430	399	284	165^	243	90^	321	240
SAT. 8.00P 60 CBS A		96	99	B	9.5	16	796	1992	678	258	767	263	440	366	349	283	639	274	442	383	275	171	214	70	372	235
8.00 - 8.30				A	8.1	14	679	1866	640	299	748	226	410	332	365	304	589	231	388	371	269	170^	227	79^	302	231
8.30 - 9.00				A	8.5	14	712	1997	660	296	745	220	412	348	381	301	659	282	473	427	299	160^	256	98^	337	245
•LATE FRINGE																										
ABC NEWS:NIGHTLINE	74	179	180	A	5.0	16	419	1272	642	210	692	184	348	357	387	265	534	161	251	234	246	232	20v	LT	26v	15v
1 MTUTHF 11.30P 60 ABC N		93	94	B	5.0	15	419	1289	594	212	640	161	323	330	353	248	591	187	317	314	268	220	37	15	21	12
1 WED. 12.03A 27																										
2 M-F 11.30P 60																										
11.30 - 12.00				A	6.0	17	503	1346	685	220	738	204	373	381	405	281	552	154	258	258	263	231	26v	11v	30^	16v
12.00 - 12.30				A	4.1	14	344	1160	578	200	622	153^	311	322	361	239	506	174	243	197	221	230	LT	LT	20v	15v
ABC NEWS:NIGHTLINE-WED(B)		189		A	3.6	17	302	1315	801	348^	897	352^	659^	589^	426^	159v	418^	212^	266^	166v	124v	152v	LT	LT	LT	LT
1 WED. 12.30A 33 ABC N		96																								
ABC WEEKEND REPORT-SAT.	17	163	160	A	5.6	11	469	1222	508	126^	570	138^	269	266	284	261	521	130^	284	322	315	180^	123^	15v	LT	LT
SAT. 11.00P 15 ABC N		88	86	B	5.3	11	444	1216	549	211	606	164	308	298	296	235	482	136	262	243	248	189	74	32	54	49
ABC WEEKEND REPORT-SUN.	18	153	168	A	5.6	11	469	1356	584	149^	646	232^	371	368	309	219^	614	194^	352	281	341	226^	64^	32v	32v	21v
SUN. 11.00P 15 ABC N		90	91	B	4.5	11	377	1239	549	160	581	193	353	371	316	172	595	207	391	334	300	176	46	19	17	LT
CBS NEWS NIGHTWATCH-1	88	68	69	A	1.4	15	117	855	385^	205^	522	257^	342^	205^	162^	180^	265^	103v	171^	145^	145^	94v	68v	LT	LT	LT
M-THSU 2.00A 30 CBS N		66	67	B	1.5	16	126	761	345	114	394	158	248	175	181	133	328	140	218	207	157	76	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2	90	105	105	A	1.3	25	109	596	238^	64v	284^	92v	147^	101v	101v	128v	275^	192^	238^	165^	73v	LT	LT	LT	LT	LT
M-THSU 2.30A 210 CBS N		89	89	B	1.3	25	109	666	296	80	349	115	212	160	157	121	296	125	195	172	139	83	LT	LT	LT	LT
2.30 - 3.00				A	1.7	23	142	845	317^	141^	437	191^	268^	169^	140^	148^	324^	106^	190^	197^	197^	106^	56v	LT	LT	LT
3.00 - 3.30				A	1.4	24	117	761	308^	94v	427^	179^	274^	162^	137^	145^	265^	170^	222^	171^	95v	LT	LT	LT	51v	51v
3.30 - 4.00				A	1.3	26	109	697	331^	46v	349^	101v	184^	129v	147^	165^	275^	229^	275^	184^	46v	LT	LT	LT	55v	55v
4.00 - 4.30				A	1.2	27	101	584	277^	49v	277^	50v	109v	109v	139v	168^	307^	258^	307^	197^	49v	LT	LT	LT	LT	LT
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
CBS NEWS NIGHTWATC-CONT'D																										
4.30 - 5.00				A	1.1	26	92	283^	77v	LT	77v	LT	LT	LT	LT	77v	206^	206^	206^	87v	LT	LT	LT	LT	LT	LT
5.00 - 5.30				A	1.1	24	92	304^	87v	LT	87v	LT	LT	LT	LT	87v	217^	217^	217^	108v	LT	LT	LT	LT	LT	LT
5.30 - 6.00				A	1.1	23	92	337^	152v	55v	152v	LT	76v	76v	54v	76v	185^	174^	185^	141v	LT	LT	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD	18	130	130	A	5.8	11	486	1300	733	211^	843	192^	325	350	427	438	415	149^	216^	198^	198^	178^	LT	LT	33v	20v
SUN. 11.00P 15 CBS N		68	69	B	6.4	13	536	1276	691	246	761	182	309	337	350	384	460	123	236	211	239	191	36	18	19	11
DAVID LETTERMAN I	72	181	182	A	2.8	14	235	1243	417	213^	566	303	417	247	165^	144^	591	412	484	298	123^	81^	39v	LT	47v	LT
1 MON. 1.00A 30 NBC GV		95	95	B	3.0	15	251	1265	513	198	608	280	385	268	204	188	590	353	467	302	171	103	41	LT	26	LT
1 TU-TH 12.30A 30																										
2 M-TH 12.30A 30																										
DAVID LETTERMAN SPECIAL(S)			203	A	6.5	18	545	1281	594	274^	658	245^	415^	360^	288^	225^	505	237^	351^	281^	228^	132^	70v	36v	48v	48v
2 SAT. 11.30P 73 NBC GV			98																							
11.30 - 12.00				A	7.1	17	595	1235	604	264^	655	213^	397	378^	310^	236^	470	190^	306^	267^	249^	140^	62v	31v	48v	48v
12.00 - 12.30				A	6.4	18	536	1312	563	275^	643	252^	414^	346^	279^	213^	541	269^	394^	314^	230^	126^	83v	42v	45v	45v
12.30 - 1.00				A	5.2	17	436	1372	673	303^	733	335^	494^	352^	258^	224^	520^	303^	386^	239^	158^	119v	63v	36v	56v	56v
DAVID LETTERMAN II	72	182	183	A	2.0	13	168	1042	322^	184^	369	172^	227^	185^	79v	137^	555	394	459	274^	106^	78v	71v	LT	47v	LT
1 MON. 1.30A 30 NBC GV		95	96	B	2.3	15	193	1175	473	190	555	268	368	263	167	155	562	345	449	297	152	93	35	LT	LT	LT
1 TU-TH 1.00A 30																										
2 M-TH 1.00A 30																										
FRIDAY NIGHT VIDEOS	18	193	196	A	4.2	18	352	1517	545	250^	616	398	531	385	188^	68v	428	267^	417	307^	161^	LT	251^	76v	222^	171^
FRI. 12.30A 90 NBC PC		98	98	B	3.9	18	327	1394	455	181	536	303	416	311	170	92	559	391	472	313	132	60	228	120	71	62
12.30 - 1.00				A	4.8	18	402	1488	607	248^	684	394	553	414	226^	104^	398	249^	387	293	149^	LT	264^	84^	142^	117^
1.00 - 1.30				A	4.2	18	352	1463	512	222^	580	384	514	370	178^	49v	412	237^	400	281^	175^	LT	249^	88^	222^	182^
1.30 - 2.00				A	3.8	21	318	1531	476	267^	532	400	498	349^	132^	34v	465	304^	450	337^	161^	LT	216^	43v	318^	220^
LATE MOVIE I	98	167	168	A	6.8	22	570	1207	573	223	640	191	321	321	339	245	516	195	322	271	246	155	38^	21v	13v	LT
1 MWTH 11.30P 70 CBS FF		86	87	B	6.5	21	545	1190	590	215	654	194	344	333	332	254	461	159	286	266	234	140	51	25	24	13
1 TUE. 11.30P 69																										
FRI. 11.30P 72																										
2 M-TH 11.30P 70																										
11.30 - 12.00				A	7.0	19	587	1242	574	207	642	182	311	308	349	262	534	191	330	278	265	160	44^	30^	22v	16v
12.00 - 12.30				A	6.8	24	570	1188	579	231	640	195	324	329	335	240	499	195	312	262	228	149	35^	16v	14v	LT
12.30 - 1.00				A	6.3	27	528	1210	556	261	634	216	344	339	307	210	549	216	346	291	263	166	27v	LT	LT	LT
LATE MOVIE II	99	168	170	A	4.7	26	394	1203	511	251	589	202	312	310	290	198	576	233	368	324	295	158	30v	LT	LT	LT
1 MON. 12.40A 46 CBS FF		87	88	B	4.6	25	385	1066	505	198	562	176	315	307	297	191	446	166	279	265	229	126	44	21	14	LT
1 TUE. 12.39A 50																										
1 WED. 12.40A 50																										
1 THU. 12.40A 47																										
1 FRI. 12.42A 41																										
2 MON. 12.40A 50																										
2 TU-TH 12.40A 48																										
2 FRI. 12.42A 45																										
12.30 - 1.00				A	5.1	25	427	1206	520	259	611	218	337	326	288	199	565	232	366	305	283	157	26v	LT	LT	LT
1.00 - 1.30				A	4.5	27	377	1175	490	238	553	186	281	289	281	190	575	230	363	333	299	156	39v	LT	LT	LT
NBC LATE NIGHT MOVIE	18	69	71	A	1.3	6	109	716^	441^	92v	441^	119v	193v	156v	111v	239v	275^	128v	174v	165v	74v	101v	LT	LT	LT	LT
1 SUN. 11.30P 123 NBC FF		43	42	B	1.6	6	134	848	404	101	466	198	271	217	202	173	327	115	190	196	141	102	45	LT	LT	LT
2 SUN. 11.46P 122																										
11.30 - 12.00				A	1.9	6	159	1182	711^	170v	711^	132v	365^	359^	371^	315^	471^	188^	226^	182v	144v	245^	LT	LT	LT	LT
CONT'D																										

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LATE FRINGE CONT'D																										
NBC LATE NIGHT MOV-CONT'D																										
12.00 - 12.30				A	1.4	5	117	744^	462^	103v	462^	171v	214v	154v	60v	240v	282^	111v	154v	145v	52v	128v	LT	LT	LT	LT
12.30 - 1.00				A	1.3	6	109	505^	340^	56v	340^	157v	157v	56v	LT	183v	165v	101v	165v	165v	64v	LT	LT	LT	LT	LT
1.00 - 1.30				A	1.1	7	92	359^	218v	LT	218v	LT	LT	LT	LT	174v	141v	87v	141v	141v	54v	LT	LT	LT	LT	LT
1.30 - 2.00				A	1.1	9	92	467v	293v	LT	293v	LT	LT	LT	LT	293v	174v	76v	174v	174v	98v	LT	LT	LT	LT	LT
SATURDAY NIGHT	15	200		A	8.1	23	679	1713	479	283^	638	293^	516	418	297^	113^	704	402	613	404	274^	64v	252^	168^	119^	85v
1 SAT. 11.30P 83 NBC GV		99		B	7.4	21	620	1559	538	248	622	295	482	375	260	114	656	382	536	397	229	89	208	122	73	56
11.30 - 12.00				A	9.5	24	796	1744	507	295	692	291	534	428	328	139^	691	384	582	378	266^	81^	280^	189^	81^	54v
12.00 - 12.30				A	7.7	23	645	1727	446	271^	604	280^	489	406	286^	115^	739	440	668	425	280^	50v	253^	175^	131^	98^
12.30 - 1.00				A	6.9	24	578	1611	467	275^	580	316^	517	414	251^	63v	666	384^	584	414	270^	50v	195^	123^	170^	119^
TONIGHT SHOW	87	205	206	A	6.5	21	545	1383	614	209	675	237	372	313	297	254	595	278	421	324	229	137	54^	14v	59^	41^
1 MON. 12.00M 60 NBC GV		98	99	B	6.9	21	578	1382	628	203	691	231	375	321	336	266	594	264	395	303	232	170	56	25	41	30
1 TU-F 11.30P 60																										
2 M-F 11.30P 60																										
11.30 - 12.00				A	7.5	21	629	1407	653	209	698	211	365	334	325	281	617	269	428	335	253	149	47^	10v	45^	33^
12.00 - 12.30				A	5.8	20	486	1329	578	193	638	247	367	290	266	230	566	281	409	311	204	124	62^	18v	63^	43^
12.30 - 1.00				A	4.4	21	369	1388	526^	293^	710	422^	477^	244^	288^	171^	594^	344^	452^	293^	179^	142v	LT	LT	84v	36v
•WEEKDAY DAYTIME																										
ABC DAYTIME NEWSBRIEF-M-F	88	183	187	A	8.7	26	729	1458	867	261	983	524	737	576	363	181	312	183	232	146	86	68^	67^	57^	96	29^
M-F 1.57P 2 ABC N		96	96	B	8.5	26	712	1402	844	264	952	497	708	545	363	185	261	147	195	135	84	55	103	76	86	23

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	HH AVG. AUD. %	HH SHARE %	HH AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
ABC WORLD NEWS-MORN-645A	89	159	159	A	2.4	17	201	1199	627	319	637	264^	428	463	278^	144^	468	150^	210^	209^	173^	229^	94^	75^	LT	LT
M-F 6.45A 15 ABC N		89	90	B	2.1	17	176	1195	582	278	617	202	390	373	298	186	441	119	236	235	227	171	81	63	56	47
ALL MY CHILDREN	90	205	204	A	9.3	28	779	1416	842	257	950	500	708	544	362	184	307	168	224	152	94	69^	63^	53^	96	25^
M-F 1.00P 60 ABC DD		99	99	B	9.2	29	771	1413	835	261	948	502	711	540	357	181	270	153	203	139	87	55	101	74	94	25
1.00 - 1.30				A	8.8	27	737	1396	833	255	943	504	708	530	356	180	297	159	212	149	89	71^	60^	51^	96	23^
1.30 - 2.00				A	9.7	29	813	1437	856	263	964	505	717	559	369	186	319	178	235	153	95	72	63^	52^	91	25^
ANOTHER WORLD	86	203	203	A	5.9	19	494	1243	874	125	947	275	468	425	392	443	205	64^	89^	61^	102^	97^	63^	30^	28v	11v
M-F 2.00P 60 NBC DD		99	99	B	5.7	19	478	1198	830	125	915	256	443	400	380	435	189	59	79	50	69	100	42	22	52	29
2.00 - 2.30				A	5.9	19	494	1263	875	135	952	283	477	437	390	437	214	70^	100^	60^	104^	101^	68^	31^	29v	LT
2.30 - 3.00				A	5.8	19	486	1230	880	114^	952	272	462	421	394	454	191	56^	78^	62^	98^	92^	58^	29v	29v	13v
AS THE WORLD TURNS	85	204	204	A	8.1	25	679	1306	789	148	909	241	396	362	406	458	256	98	133	110	68^	110	53^	29^	88	16v
M-F 1.30P 60 CBS DD		99	99	B	7.8	25	654	1291	839	139	923	241	388	367	377	470	246	88	120	93	85	118	46	28	76	21
1.30 - 2.00				A	8.0	24	670	1307	775	143	901	232	385	354	396	464	271	105	143	114	73^	115	43^	27^	92	15v
2.00 - 2.30				A	8.2	26	687	1291	799	150	912	247	405	369	414	451	237	91	122	103	60^	103	61^	31^	81^	16v
BENSON DAYTIME	84	185	185	A	4.1	16	344	1256	662	212	721	334	476	418	299	192	319	153^	226	142^	128^	87^	76^	38v	140^	32v
M-F 11.00A 30 ABC CS		91	91	B	3.9	16	327	1293	660	146	734	361	511	414	284	166	319	163	224	162	108	75	100	51	140	56
CAPITOL	87	193	193	A	6.6	21	553	1345	801	132	904	262	415	374	424	443	245	88^	123	105	68^	107	86^	45^	110	28^
M-F 2.30P 30 CBS DD		96	96	B	6.3	21	528	1305	819	142	905	271	418	367	360	440	218	81	103	81	75	107	77	47	105	43
CBS EARLY MORNING NEWS	90	133	133	A	1.4	14	117	940	385^	128^	385^	137^	171^	111v	179^	180^	470^	128^	282^	265^	188^	188^	LT	LT	68v	68v
M-F 6.30A 30 CBS N		88	88	B	1.4	16	117	941	470	118	499	128	228	225	208	223	361	85	174	159	161	179	LT	LT	45	LT
CBS MORNING NEWS 1	90	193	193	A	3.6	17	302	1192	646	116^	665	119^	239	248	306	383	394	80^	145^	136^	132^	238	70^	36v	63^	44v
M-F 7.30A 30 CBS N		99	99	B	3.7	18	310	1285	616	131	648	112	231	246	280	369	530	121	224	225	253	280	41	16	66	30
CBS MORNING NEWS 2	89	194	195	A	3.9	17	327	1006	561	120^	617	61^	178	213	312	397	375	125^	180	156^	138^	186	LT	LT	LT	LT
M-F 8.30A 30 CBS N		99	99	B	3.9	18	327	1111	618	106	648	95	178	209	296	406	398	95	180	185	197	187	24	LT	41	22

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WEEKDAY DAYTIME CONT'D																										
CBS SCHOOLBREAK SPECIALS(S)		172		A	6.6	15	553	1718	386^	141^	742	244^	409^	256^	356^	276^	225^	110^	110^	30v	115^	115^	415^	148^	336^	336^
1 TUE. 4.30P 60 CBS CL		90																								
4.30 - 5.00				A	6.1	15	511	1806	374^	149^	826	358^	526	256^	338^	250^	225^	99v	99v	32v	126^	126^	392^	141^	363^	363^
5.00 - 5.30				A	7.1	16	595	1630	396	131^	667	144^	303^	254^	368^	300^	222^	119^	119^	29v	103^	103^	429	152^	312^	312^
CHALLENGE IN SPACE-LAUNCH(S)			198	A	4.7	23	394	1150	423^	180^	499^	32v	190^	271^	292^	228^	458^	124v	197^	286^	208^	172^	154^	26v	39v	39v
2 FRI. 7.54A 14 ABC N			98																							
DAYS OF OUR LIVES	86	207	207	A	7.3	22	612	1369	872	176	947	354	517	466	373	379	328	110	187	134	169	112	56^	35^	38^	LT
M-F 1.00P 60 NBC DD		99	99	B	7.0	22	587	1311	818	157	915	303	490	433	379	381	278	98	149	99	114	118	48	32	70	30
1.00 - 1.30				A	7.1	22	595	1333	848	168	927	344	500	450	365	374	331	110	186	132	170	119	41^	27^	34^	LT
1.30 - 2.00				A	7.6	23	637	1364	884	174	951	356	524	471	375	379	312	106	180	131	161	103	63^	37^	38^	LT
DREAM HOUSE	87	183	185	A	5.5	21	461	1308	835	181	872	276	443	429	371	358	293	89^	139	104^	122^	126	28v	19v	115^	45^
M-F 11.30A 30 NBC QG		93	93	B	5.1	20	427	1272	749	132	817	233	366	346	337	388	269	71	114	100	111	140	59	40	127	44
EDGE OF NIGHT	89	125	125	A	3.7	10	310	1413	677	129^	764	284	483	442	342	241	316	138^	190	109^	123^	90^	168^	139^	165^	100^
M-F 4.00P 30 ABC DD		70	70	B	3.6	10	302	1351	710	157	853	341	542	454	384	269	220	75	125	89	106	81	153	119	125	62
FACTS OF LIFE M-F	23	149	151	A	4.6	18	385	1494	708	187	736	260	431	371	312	258	341	141^	203	161	150	99^	113^	80^	304	125^
M-F 10.00A 30 NBC CS		87	88	B	4.4	18	369	1398	650	155	693	247	416	336	302	236	332	139	207	165	144	100	118	82	255	103
FAMILY FEUD	90	171	172	A	5.2	18	436	1257	741	151	825	335	463	411	332	295	312	89^	177	156	129^	126^	44^	16v	76^	40^
M-F 12.00N 30 ABC QP		86	86	B	4.9	18	411	1274	702	163	790	303	447	383	312	292	303	113	162	124	116	125	78	45	103	29
GENERAL HOSPITAL	88	204	204	A	10.7	31	897	1326	787	159	867	401	596	480	361	224	245	135	167	113	83	53^	135	99	79	27^
M-F 3.00P 60 ABC DD		99	99	B	11.2	33	939	1379	778	206	886	433	625	487	345	217	233	122	160	104	82	60	161	123	99	48
3.00 - 3.30				A	10.3	31	863	1294	789	158	868	404	598	484	361	224	246	139	169	111	80	53^	113	86	67	21^
3.30 - 4.00				A	11.1	31	930	1343	780	157	860	397	593	475	359	222	241	132	166	110	83	53^	154	111	88	32^
GOOD MORNING, AMERICA-730	90	203	204	A	5.3	24	444	1290	686	185	735	250	401	435	341	251	400	62^	172	203	228	184	60^	12v	95^	68^
1 M-F 7.30A 30 ABC N		99	99	B	4.8	24	402	1333	722	211	747	260	455	450	345	238	429	81	183	210	236	196	60	LT	97	77
2 M-TH 7.30A 30																										
2 FRI. 7.30A 24																										
GOOD MORNING, AMERICA-830	90	202	202	A	5.7	24	478	1320	730	144	804	270	458	416	366	296	401	115^	194	157	190	175	24v	LT	91^	55^
M-F 8.30A 30 ABC N		99	99	B	5.4	24	453	1245	747	175	796	262	460	425	366	292	368	101	163	148	161	177	19	LT	62	26
GUIDING LIGHT	85	203	203	A	8.1	24	679	1295	769	160	895	222	411	378	467	428	200	78^	105	78^	50^	87	131	85	69^	25^
M-F 3.00P 60 CBS DD		99	99	B	7.9	24	662	1344	837	145	936	252	438	392	414	446	190	68	89	66	69	94	138	87	80	34
3.00 - 3.30				A	7.9	24	662	1301	793	162	920	237	424	392	471	438	202	81^	109	81^	50^	86	116	77^	63^	14v
3.30 - 4.00				A	8.2	23	687	1293	752	156	877	208	397	368	464	425	197	73^	101	76^	51^	88	146	95	73^	33^
HOT POTATO	10	140	146	A	3.2	11	268	1146	615	101^	671	164^	291	284	306	324	377	90^	198^	175^	197^	157^	27v	19v	71^	22v
M-F 12.00N 30 NBC QG		69	72	B	3.2	11	268	1146	615	101	671	164	291	284	306	324	377	90	198	175	197	157	27	19	71	22
LOVING	89	202	202	A	4.1	15	344	1195	748	236	852	421	586	488	346	213	193	47^	83^	61^	93^	108^	60^	44^	90^	26v
M-F 11.30A 30 ABC DD		97	97	B	3.9	15	327	1198	724	183	808	364	534	427	329	224	230	91	129	95	81	91	81	63	79	28
MATCH GM/HOLLYWOOD SQS HR	63	151	148	A	4.5	13	377	1218	679	130^	764	207	329	302	316	398	342	109^	204	178	172	116^	37v	16v	75^	32v
M-F 3.00P 60 NBC QG		77	77	B	3.6	10	302	1302	681	108	763	211	339	292	318	380	345	94	177	162	163	140	77	42	117	72
3.00 - 3.30				A	4.2	13	352	1165	697	119^	779	204	336	316	330	403	304	85^	167	152^	165	109^	34v	14v	48^	15v
3.30 - 4.00				A	4.8	13	402	1246	660	132^	749	209	319	292	302	393	366	130^	234	192	172	122^	34v	17v	97^	49^
NBC NEWS AT SUNRISE	90	169	168	A	1.5	12	126	968	620	334^	635	39v	326^	412^	484	207^	309^	LT	119^	119^	143^	190^	LT	LT	LT	LT
M-F 6.30A 30 NBC N		91	91	B	1.4	13	117	1165	628	256	666	118	301	370	384	276	433	66	194	245	234	183	LT	LT	41	LT

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
NBC NEWS DIGEST-DAYTIME	14	198	199	A	4.9	16	411	1229	885	101^	961	285	482	433	415	442	193	59^	81^	66^	100^	95^	46^	31v	29v	12v
MWF 2.57P 1 NBC N		98	98	B	4.8	15	402	1175	856	118	919	261	467	421	405	416	168	37	55	41	84	102	46	23	42	23
NBC SPECIAL TREAT(S)			120	A	3.8	9	318	1280	589^	136v	620^	79v	185v	255^	302^	365^	365^	116v	125v	62v	72v	240^	91v	LT	204^	154v
2 TUE. 4.00P 60 NBC FV			76																							
4.00 - 4.30				A	3.6	10	302	1202	539^	77v	559^	59v	139v	189v	272^	370^	354^	116v	116v	69v	66v	238^	80v	LT	209^	149v
4.30 - 5.00				A	4.0	9	335	1328	621^	186^	666^	95v	226^	310^	325^	356^	364^	113v	131v	57v	75v	233^	101v	LT	197^	159v
NEWSBREAK-11.57	88	178	178	A	8.6	32	721	1270	693	126	750	223	368	339	314	339	378	117	197	155	139	175	24^	11v	118	39^
M-F 11.57A 2 CBS N		87	87	B	8.0	31	670	1291	685	122	777	242	370	317	308	367	350	110	135	131	128	170	47	28	117	41
NEWSBREAK-3.57	85	186	186	A	6.9	19	578	1287	721	160	842	201	382	353	454	406	211	75^	113	81^	64^	91^	152	102	82^	38^
M-F 3.57P 2 CBS N		93	93	B	6.5	19	545	1324	812	155	910	243	431	380	411	433	192	62	90	63	77	96	138	95	84	43
ONE LIFE TO LIVE	89	203	203	A	8.7	28	729	1329	792	216	886	417	627	529	374	187	291	162	214	141	89	60^	61^	55^	91	25^
M-F 2.00P 60 ABC DD		99	99	B	8.3	27	696	1316	793	240	905	453	651	513	347	201	234	122	169	115	82	54	100	73	77	23
2.00 - 2.30				A	8.5	27	712	1347	807	229	908	434	637	539	380	188	302	169	222	147	93	63^	50^	46^	87	24^
2.30 - 3.00				A	8.9	29	746	1296	775	202	862	399	615	517	368	186	277	155	202	136	84	56^	68^	63^	89	23^
PRESS YOUR LUCK	90	161	161	A	5.9	23	494	1227	664	139	762	159	321	316	351	400	361	133	201	170	110^	160	25v	LT	79^	55^
M-F 10.30A 30 CBS QP		83	83	B	4.8	20	402	1255	661	141	753	197	335	301	313	383	321	113	177	143	108	139	53	31	128	52
PRICE IS RIGHT 1	87	202	202	A	8.2	31	687	1333	683	124	752	200	324	320	316	376	389	117	184	142	133	199	30^	11v	162	53^
M-F 11.00A 30 CBS AP		99	99	B	7.3	30	612	1309	670	117	756	220	347	307	293	375	368	112	170	142	126	182	51	29	134	44
PRICE IS RIGHT 2	87	202	202	A	10.8	40	905	1328	700	131	763	224	355	331	305	364	389	117	182	138	129	199	34^	12v	142	42^
M-F 11.30A 30 CBS AP		99	99	B	9.6	38	804	1316	682	119	765	228	354	313	299	374	372	114	173	139	131	183	51	28	128	42
RYAN'S HOPE	90	177	177	A	5.3	18	444	1309	777	171	872	431	603	487	333	191	291	135	194	156	97^	84^	25v	11v	121^	24v
M-F 12.30P 30 ABC DD		94	94	B	5.1	18	427	1274	747	214	850	437	599	463	293	197	237	104	158	118	88	70	77	51	110	24
SALE OF THE CENTURY	84	158	157	A	5.0	19	419	1387	799	121^	830	231	409	410	390	355	341	115^	177	126^	123^	153	46^	19v	170	81^
M-F 10.30A 30 NBC QG		88	87	B	4.7	20	394	1431	745	114	809	226	396	338	338	374	363	110	177	152	142	168	83	52	176	67
SEARCH FOR TOMORROW	88	158	158	A	3.4	12	285	1239	753	169^	837	264	373	330	337	422	327	85^	113^	98^	154^	179^	33v	20v	42v	18v
M-F 12.30P 30 NBC DD		79	79	B	3.2	11	268	1244	741	132	853	232	345	302	361	454	287	88	109	76	110	161	39	27	65	27
TATTLETALES	84	111	116	A	3.8	11	318	1528	821	182	906	223	399	392	410	422	302	98^	127^	134^	94^	142^	175^	34v	145^	79^
M-F 4.00P 30 CBS QG		62	64	B	3.4	10	285	1266	744	136	844	196	333	337	351	443	277	75	99	87	96	154	64	30	81	39
TODAY SHOW-7.30AM	90	205	205	A	4.0	18	335	1281	734	229	743	113^	302	349	388	388	492	50^	178	223	251	269	LT	LT	39v	21v
M-F 7.30A 30 NBC N		99	99	B	3.7	18	310	1322	710	183	735	135	273	335	343	382	497	95	221	222	230	241	31	LT	59	43
TODAY SHOW-8.30AM	89	205	205	A	4.7	20	394	1203	677	185	708	109^	244	274	318	421	418	41^	169	193	235	210	64^	61^	13v	LT
M-F 8.30A 30 NBC N		99	99	B	4.4	20	369	1237	686	157	734	123	253	287	316	426	423	63	158	175	191	225	40	25	40	16
TODAY SHOW SPECIAL(S)			119	A	.8	5	67	1164^	523v	224v	612v	224v	268v	223v	283v	344v	507v	LT	223v	164v	239v	284v	LT	LT	LT	LT
2 FRI. 7.30A 30 NBC N			48																							
$25,000 PYRAMID	85	171	174	A	5.8	23	486	1198	676	161	764	159	299	295	351	424	324	100^	191	167	135	125	31^	LT	79^	53^
M-F 10.00A 30 CBS QP		87	88	B	4.8	21	402	1266	700	139	790	180	332	314	353	410	333	93	172	155	138	148	45	26	98	41
WHEEL OF FORTUNE	86	202	204	A	8.0	31	670	1290	841	176	880	232	421	422	391	393	290	83^	156	128	123	116	20v	8v	100	43^
M-F 11.00A 30 NBC QG		98	98	B	7.0	29	587	1309	781	138	851	213	378	357	358	419	277	74	127	104	112	141	57	32	124	43
YOUNG AND THE RESTLESS	87	204	205	A	9.1	31	763	1305	819	137	926	301	493	434	409	385	273	103	153	113	91	109	39^	23^	67^	20^
M-F 12.30P 60 CBS DD		99	99	B	8.6	31	721	1303	810	131	900	282	460	406	389	391	267	106	144	113	90	114	56	36	80	24
12.30 - 1.00				A	9.1	32	763	1303	822	133	925	304	495	443	401	380	280	107	158	118	92	113	32^	21^	66^	18v
1.00 - 1.30				A	9.1	30	763	1304	818	140	929	301	490	426	412	391	264	97	147	111	90	104	42^	23^	69^	23^

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	15	179	181	A	5.0	16	419	1776	290	91^	350	178^	263^	190^	120^	73^	321	159^	305	266^	146^	16v	285	171^	820	470
SAT. 12.00N 30 ABC FV		89	91	B	5.4	17	453	1771	320	133	389	203	297	195	137	79	324	175	264	200	130	46	279	169	779	508
ABC WIDE WORLD-SPORTS SAT	12	190	189	A	9.5	21	796	1563	500	184	536	167	314	301	255	177	758	272	450	388	348	263	198	74^	71^	67^
SAT. 5.00P 90 ABC SA		97	97	B	7.9	17	662	1582	525	188	582	190	321	291	253	218	706	242	427	409	343	223	154	59	140	88
5.00 - 5.30				A	8.6	21	721	1393	456	131^	480	154^	289	292	236	156^	727	268	431	363	340	250	145^	40v	41^	41^
5.30 - 6.00				A	9.7	21	813	1386	459	172	489	172	302	286	212	152	687	220	384	365	320	263	166	56^	44^	44^
6.00 - 6.30				A	10.1	20	846	1889	577	240	640	179	353	327	314	223	858	327	533	435	387	274	271	120^	120^	109^
ABC WIDE-WORLD-SPORTS SUN	2	203	189	A	12.5	25	1048	1656	544	203	586	183	366	343	312	189	795	321	518	490	343	214	117	39^	158	137
1 SUN. 4.01P 192 ABC SA		99	94	B	12.5	25	1048	1656	544	203	586	183	366	343	312	189	795	321	518	490	343	214	117	39	158	137
2 SUN. 4.30P 90																										
4.00 - 4.30				A	10.7	24	897	1873	607	214^	607	195^	375	348	307	188^	927	397	620	571	367	230^	167^	53v	172^	172^
4.30 - 5.00				A	10.9	23	913	1774	641	285	667	223	420	399	360	204	804	313	520	502	372	211	151	54^	152	138
5.00 - 5.30				A	12.5	25	1048	1583	554	191	578	167	358	362	323	187	763	283	494	478	355	206	113	46^	129	98^
5.30 - 6.00				A	12.2	24	1022	1592	576	209	611	183	377	377	320	205	742	279	473	457	321	213	104^	45^	135	97^
6.00 - 6.30				A	14.3	26	1198	1579	400	147^	522	179^	334	261	275	152^	825	353	536	516	322	224	79^	LT	153^	153^
6.30 - 7.00				A	14.9	26	1249	1550	429	144^	503	142^	306	258	277	175^	797	347	524	487	339	216	51^	LT	199	199
7.00 - 7.30				A	14.9	25	1249	2049	628	236	658	256	439	387	303	197	904	445	635	479	332	236	211	66^	276	229
AL MCGUIRE'S SPECIAL(S)			171	A	3.7	10	310	1232	238^	45v	238^	LT	61v	61v	154v	177v	610^	107v	400^	426^	415^	184v	178v	LT	206^	61v
2 SAT. 3.32P 28 NBC SA			92																							
ALVIN AND THE CHIPMUNKS	20	198	200	A	9.9	32	830	2067	413	218	451	228	333	277	182	89^	356	253	298	163	60^	52^	289	120^	971	560
SAT. 10.30A 30 NBC CA		96	97	B	8.2	28	687	1866	304	132	340	192	269	208	118	54	235	153	190	145	63	30	297	131	994	570
AMERICAN BANDSTAND	14	162	169	A	4.6	14	385	1714	298^	148^	454	277^	353	218^	110^	91^	449	202^	362	288^	192^	87^	345	210^	466	241^
SAT. 12.30P 60 ABC PC		78	82	B	4.9	15	411	1669	396	179	538	318	421	265	160	107	378	192	289	220	152	76	290	192	463	303
12.30 - 1.00				A	4.1	13	344	1701	254^	99^	385	239^	298^	160^	100^	77v	434	221^	364	294^	167^	70v	335^	211^	547	306^
1.00 - 1.30				A	5.1	16	427	1691	328	175^	494	305	389	257^	108^	98^	451	183^	348	279	208^	103^	347	203^	399	191^
ANDY WILLIAMS GOLF-SAT(S)		144		A	3.2	8	268	1407	437^	150v	437^	LT	172v	213v	283^	224^	803^	119v	209v	385^	332^	418^	100v	LT	67v	67v
1 SAT. 5.02P 58 NBC SE		81																								
5.00 - 5.30				A	3.0	8	251	1482	490^	251^	490^	LT	270^	310^	371^	180v	769^	120v	179v	375^	323^	394^	163v	LT	60v	60v
5.30 - 6.00				A	3.4	8	285	1330	386^	67v	386^	LT	87v	126v	207v	260^	825	116v	229^	390^	341^	435^	45v	LT	74v	74v
ANDY WILLIAMS GOLF-SUN(S)		189		A	5.7	11	478	1031	468^	222^	497	LT	144^	194^	332^	303^	514	60v	188^	259^	291^	255^	20v	LT	LT	LT
1 SUN. 4.30P 141 NBC SE		97																								
4.30 - 5.00				A	4.7	10	394	962	411^	152^	431^	LT	112v	160^	281^	271^	459^	32v	150v	241^	290^	218^	72v	LT	LT	LT
5.00 - 5.30				A	4.6	10	385	1049	444^	190^	470^	LT	128v	161^	314^	309^	553^	47v	257^	325^	358^	228^	26v	26v	LT	LT
5.30 - 6.00				A	5.7	11	478	1021	496	206^	519	LT	157^	209^	330^	310^	502	54v	196^	249^	270^	253^	LT	LT	LT	LT
6.00 - 6.30				A	6.9	13	578	1029	486	261^	508	LT	141^	204^	354^	304^	510	66v	153^	226^	270^	284^	11v	11v	LT	LT
6.30 - 7.00				A	7.1	12	595	1096	488	268^	533	LT	180^	227^	361^	306^	563	104^	205^	279^	287^	284^	LT	LT	LT	LT
BENJI,ZAX & THE-PRINCE	16	193	194	A	4.3	14	360	2014	379	92^	393	169^	262^	207^	168^	99^	246^	85^	147^	175^	122^	47v	260^	99^	1115	662
SAT. 11.00A 30 CBS CA		97	98	B	4.1	14	344	1679	367	138	421	176	257	203	163	139	311	192	235	180	79	57	239	108	708	416
BEST OF SCOOBY DOO	3	192	195	A	6.9	22	578	1689	386	143^	404	182^	289	219	181^	58^	207	98^	184^	154^	96^	23v	161^	102^	917	535
SAT. 11.30A 30 ABC CA		96	96	B	7.0	22	587	1740	338	128	360	181	280	203	148	44	217	95	201	180.	113	16	269	147	894	532
BING CROSBY PRO-AM-SAT.(S)			182	A	4.3	11	360	1256	446^	44v	455^	67v	67v	64v	141v	349^	650	277^	339^	256^	259^	261^	76v	LT	75v	59v
2 SAT. 4.08P 111 CBS SE			96																							
4.00 - 4.30				A	2.1	6	176	1040^	444^	40v	444^	85v	91v	52v	154v	307v	596^	232v	380^	221v	222v	216v	LT	LT	LT	LT
4.30 - 5.00				A	4.1	11	344	1102	390^	27v	390^	47v	47v	43v	162v	300^	589^	284^	284^	166v	192^	235^	108v	LT	15v	LT
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
BING CROSBY PRO-AM-CONT'D																										
5.00 - 5.30				A	5.3	13	444	1390	397^	59v	433^	30v	30v	30v	125v	373^	755	381^	421^	319^	284^	291^	76v	LT	126v	104v
5.30 - 6.00				A	5.3	12	444	1277	529	45v	529	117v	117v	109v	135^	377^	585	175^	274^	258^	282^	257^	68v	LT	95v	75v
BING CROSBY PRO-AM-SUN.(S)			196	A	6.9	14	578	1325	541	128^	544	68v	132^	147^	238^	377^	699	148^	305^	285^	347^	360^	37v	24v	45v	25v
2 SUN. 3.00P 216 CBS SE			99																							
3.00 - 3.30				A	4.8	11	402	1286	525^	162^	525^	20v	84v	90v	285^	415^	761	236^	400^	394^	298^	348^	LT	LT	LT	LT
3.30 - 4.00				A	5.4	12	453	1179	523	142^	523	LT	39v	105v	269^	418^	640	139^	272^	260^	288^	340^	LT	LT	16v	16v
4.00 - 4.30				A	6.2	14	520	1287	559	121^	559	52v	96v	116^	241^	421^	650	172^	279^	229^	282^	339^	22v	LT	56v	27v
4.30 - 5.00				A	6.8	14	570	1235	487	161^	487	44v	127^	141^	242^	327^	657	131^	275^	250^	319^	357^	40v	12v	51v	22v
5.00 - 5.30				A	7.2	14	603	1300	483	153^	483	42v	114^	118^	211^	345^	718	151^	307^	284^	354^	373^	54v	39v	45v	20v
5.30 - 6.00				A	8.1	16	679	1303	490	108^	490	38v	101^	102^	198^	371	686	110^	266^	235^	367	387	81v	55v	46v	19v
6.00 - 6.30				A	9.4	17	788	1449	642	84^	642	186^	241^	260^	220^	356	707	117^	310	316	421	352	38v	38v	62v	43v
6.30 - 7.00				A	10.1	17	846	1584	666	130^	666	130^	254^	271^	325	354	798	188^	381	396	404	338	24v	24v	96^	64v
BISKITTS	20	174	178	A	3.1	21	260	1754	142^	39v	142^	29v	29v	LT	113v	113v	207^	123^	123^	58v	42v	84v	204^	43v	1201	743
SAT. 8.00A 30 CBS CA		92	93	B	3.1	22	260	1485	140	37	163	79	111	79	54	49	152	80	112	100	57	34	155	66	1015	663
BUGS BUNNY/ROAD RUNNER 1	16	180	178	A	4.3	14	360	1725	273^	145^	300^	136^	222^	131^	126^	78v	456	269^	359	282^	178^	37v	266^	80v	703	512
SAT. 11.30A 30 CBS CA		91	89	B	4.2	14	352	1646	388	131	424	166	242	178	158	161	374	228	277	202	103	81	223	103	625	352
BUGS BUNNY/ROAD RUNNER 2	11	161	160	A	5.2	16	436	1878	325	110^	336	95^	225^	214^	199^	111^	481	383	398	236^	73^	70^	243^	108^	818	454
SAT. 12.00N 30 CBS CA		77	77	B	5.8	18	486	1699	325	128	364	164	247	188	151	104	359	197	248	187	119	92	258	119	718	406
BUGS BUNNY/ROAD RUNNER 3	11	159	154	A	5.9	18	494	1674	238^	77^	238^	92^	161^	161^	119^	77^	494	352	390	259	119^	77^	209^	76^	733	356
SAT. 12.30P 30 CBS CA		76	73	B	6.3	19	528	1779	362	137	398	201	277	207	126	108	389	219	277	199	121	98	277	120	715	398
CAPTAIN KANGAROO-SAT	20	137	135	A	1.3	15	109	1183	339^	LT	339^	265v	265v	173v	LT	74v	210v	82v	82v	110v	55v	100v	83v	LT	551^	312^
SAT. 7.00A 60 CBS CL		85	84	B	1.3	16	109	1231	278	61	284	142	190	177	107	68	219	72	134	150	120	58	118	65	610	358
7.00 - 7.30				A	1.0	14	84	583^	357^	LT	357^	357^	357^	214v	LT	LT	226v	107v	107v	107v	LT	119v	LT	LT	LT	LT
7.30 - 8.00				A	1.7	17	142	1408	288^	LT	296^	184v	184v	134v	56v	112v	169v	63v	63v	98v	71v	71v	120v	LT	823^	464^
CBS CHILDREN'S FILM FEST.	10	121	130	A	2.7	9	226	1580	279^	67v	279^	106v	208^	208^	120v	71v	422^	358^	358^	292^	42v	64v	300^	75v	579	270^
SAT. 1.30P 30 CBS CL		62	63	B	2.9	9	243	1617	349	112	402	152	224	175	148	155	347	170	247	219	153	93	197	119	671	402
CBS NCAA BASKETBALL-GM 2	1	194		A	4.6	12	385	1548	334^	179^	432^	149v	242^	192^	187^	148v	764	175^	419^	470^	486^	249^	157^	48v	195^	195^
1 SAT. 4.08P 113 CBS SE		96		B	4.6	12	385	1548	334	179	432	149	242	192	187	148	764	175	419	470	486	249	157	48	195	195
4.00 - 4.30				A	3.4	9	285	1432	116v	67v	172v	56v	123v	67v	92v	49v	859	224^	431^	540^	499^	281^	197v	52v	204v	204v
4.30 - 5.00				A	3.8	10	318	1591	268^	180v	328^	139v	239^	178v	125v	89v	836	198^	433^	531^	493^	274^	194^	59v	233^	233^
5.00 - 5.30				A	4.9	13	411	1579	374^	198^	449^	125v	224^	215^	229^	158^	751	162^	459^	445^	509^	235^	152^	43v	227^	227^
5.30 - 6.00				A	6.0	14	503	1515	408^	209^	563	207^	294^	221^	218^	207^	675	144^	361^	413^	455^	225^	128^	47v	149^	149^
CBS NCAA BASKETBALL-SAT	7	185	195	A	4.1	12	344	1346	274^	122^	286^	60v	194^	193^	175^	83v	629	283^	411	404	256^	175^	219^	21v	212^	195^
1 SAT. 2.00P 128 CBS SE		93	97	B	5.2	14	436	1469	326	129	366	83	200	186	180	155	720	288	472	417	319	201	207	72	176	129
2 SAT. 2.00P 142																										
2.00 - 2.30				A	3.9	12	327	1453	321^	201^	327^	105^	275^	260^	186^	52v	487	263^	343^	349^	156^	113^	266^	LT	373	297^
2.30 - 3.00				A	3.8	12	318	1252	236^	145^	245^	47v	211^	211^	173^	34v	576	330^	441	428	195^	110^	205^	LT	226^	226^
3.00 - 3.30				A	4.1	12	344	1291	263^	126^	271^	39v	172^	178^	174^	93^	701	303^	451	392	261^	230^	153^	20v	166^	166^
3.30 - 4.00				A	4.4	13	369	1477	266^	73v	282^	53v	170^	157^	174^	99^	753	270^	433	481	380	217^	271^	14v	171^	171^
4.00 - 4.30				A	4.9	14	411	1246	316	61v	355	84^	169^	156^	186^	156^	661	208^	399	393	367	201^	164^	93^	66v	42v
4.30 - 5.00				A	2.1	6	176	926^	454^	LT	454^	153v	153v	153v	142v	301v	335v	164v	164v	164v	114v	171v	137v	74v	LT	LT
CBS NCAA BASKETBALL-SUN	3	196	198	A	5.5	15	461	1527	379	122^	392	23v	171^	203^	296	189^	816	237^	529	501	518	235^	161^	48v	158^	143^
1 SUN. 12.00N 120 CBS SE		97	98	B	6.6	17	553	1604	405	150	441	116	263	234	263	149	885	327	589	539	481	229	169	79	109	89
2 SUN. 1.00P 120																										
CONT'D																										

 KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NCAA BASKETBAL-CONT'D																										
12.00 - 12.30				A	4.5	14	377	1549	388^	67v	388^	LT	96v	143v	290^	245^	864	343^	511^	659	521^	205^	138v	42v	159^	159^
12.30 - 1.00				A	5.1	15	427	1679	492^	87v	492^	37v	195^	261^	361^	231^	817	255^	544	506^	562	199^	229^	79v	141^	141^
1.00 - 1.30				A	5.0	14	419	1589	354	115^	375	33v	191^	224^	275^	151^	842	261^	518	490	500	276^	164^	64v	208^	189^
1.30 - 2.00				A	6.1	16	511	1634	372	132^	393	43v	218^	244	283	149^	841	235	552	508	554	250	209^	67^	191^	155^
2.00 - 2.30				A	6.1	15	511	1362	364^	149^	364^	LT	149^	149^	299^	215^	829	207^	605	520	519	209^	76v	LT	93v	93v
2.30 - 3.00				A	5.6	13	469	1205	367^	137^	367^	LT	104v	134^	298^	233^	679	127v	435^	375^	449^	216^	78v	LT	81v	81v
CBS SPORTS SUNDAY	2	178		A	8.2	17	687	1769	541	203^	568	145^	344	336^	312^	175^	843	355	559	492	345	242^	213^	108^	145^	123^
1 SUN. 4.48P 72 CBS	SA	92		B	8.5	18	712	1697	520	209	551	158	317	355	303	164	838	324	597	472	408	222	157	89	151	101
4.30 - 5.00				A	7.3	16	612	1649	434	220^	522	205^	358^	269^	252^	129^	808	358^	548	445	337^	224^	169^	66v	150^	123^
5.00 - 5.30				A	7.6	16	637	1790	578	226^	578	161^	353^	336^	317^	172^	854	367	574	535	334^	233^	205^	97^	153^	132^
5.30 - 6.00				A	9.1	18	763	1796	549	179^	580	111^	334	359	330	198^	852	347	550	472	358	259^	230^	132^	134^	114^
CHARLIE BROWN&SNOOPY SHOW	20	202	202	A	5.5	18	461	1933	329	87^	355	172^	251^	137^	131^	104^	298	195^	276	218^	93^	22v	351	167^	929	562
SAT. 10.30A 30 CBS	CA	99	99	B	5.5	19	461	1814	327	129	372	187	256	172	133	105	301	181	244	186	92	47	311	127	830	502
DUNGEONS AND DRAGONS	20	195	196	A	6.0	23	503	1716	160^	46v	178^	75^	91^	40v	76^	87^	274	108^	197^	158^	149^	77^	300	102^	964	628
SAT. 9.30A 30 CBS	CA	97	97	B	5.9	23	494	1840	230	96	263	121	169	127	92	85	252	142	200	147	90	44	354	104	971	627
FACE THE NATION	20	134	150	A	3.4	10	285	1351	570	263^	622	191^	306^	314^	259^	264^	459	97v	189^	189^	182^	270^	84v	69v	186^	186^
SUN. 10.30A 30 CBS	CC	87	91	B	3.6	12	302	1300	504	230	540	141	235	251	243	266	589	154	279	300	308	267	64	32	107	81
FLINTSTONE FUNNIES	20	196	201	A	3.1	21	260	1696	251^	38v	336^	263^	309^	188^	73v	LT	119^	83v	83v	42v	20v	LT	326^	126^	915	566

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
SAT. 8.00A 30 NBC	CA	97	97	B	3.1	22	260	1667	242	74	278	121	191	153	117	67	179	109	127	122	55	27	224	121	986	631
IN THE NEWS- 8.26AM	20	183	179	A	3.4	21	285	1702	138^	46v	138^	32v	32v	LT	106^	106^	194^	131^	131^	74v	21v	63v	131^	45v	1239	726
SAT. 8.26A 3 CBS	CN	94	88	B	3.5	22	293	1495	138	38	155	82	106	79	48	45	154	88	118	110	52	28	158	74	1028	668
IN THE NEWS- 9.56AM	20	196	197	A	5.5	20	461	1601	170^	48v	189^	74^	86^	38v	92^	103^	258	122^	215^	173^	123^	43v	277	95^	877	529
SAT. 9.56A 3 CBS	CN	98	98	B	5.2	19	436	1752	241	101	282	131	177	130	96	95	263	152	207	150	88	48	323	92	884	543
IN THE NEWS-10.26AM	18	197	196	A	5.1	17	427	1792	321	136^	361	156^	260^	191^	154^	92^	323	197^	298	208^	110^	25v	313	138^	795	449
SAT. 10.26A 3 CBS	CN	99	98	B	4.6	16	385	1724	292	118	332	170	229	157	112	91	298	169	231	175	95	62	282	87	812	482
IN THE NEWS-12.56PM	11	155	154	A	5.5	17	461	1623	224^	59v	224^	76^	148^	148^	112^	76^	422	320	360	245^	76^	39v	234^	93^	743	360
SAT. 12.56P 3 CBS	CN	75	74	B	5.9	18	494	1736	354	126	392	192	269	205	131	111	396	229	292	209	118	90	256	105	692	376
IN THE NEWS- 1.26PM	10	144	143	A	4.8	15	402	2032	411	127^	411	254^	338	248^	118^	73^	525	273^	401	333	235^	102^	339	108^	757	249^
SAT. 1.26P 3 CBS	CN	72	72	B	4.9	14	411	1744	392	167	423	221	293	225	136	101	366	183	279	237	171	73	209	109	746	390
IN THE NEWS-10.56AM	20	200	199	A	4.9	16	411	1873	364	103^	381	171^	278^	163^	161^	103^	277^	193^	251^	193^	69v	26v	316	150^	899	518
SAT. 10.56A 3 CBS	CN	99	99	B	5.0	17	419	1764	340	131	383	189	261	179	136	109	311	189	252	190	93	50	300	122	770	453
IN THE NEWS-11.26AM	16	192	193	A	4.0	13	335	1776	350^	87v	364	101^	197^	206^	183^	131^	217^	27v	93^	133^	149^	84v	194^	77v	1001	538
SAT. 11.26A 3 CBS	CN	97	97	B	3.7	12	310	1612	374	138	424	161	238	200	164	158	317	193	235	182	84	59	207	99	664	356
LAROUCHE CAMPAIGN(S)			170	A	2.6	8	218	1555	689^	487^	776^	386^	464^	445^	179v	247v	504^	109v	238v	226v	258v	229v	220v	182v	55v	55v
2 SAT. 3.00P 30 ABC	P		87																							
LITTLES	20	198	198	A	6.4	21	536	1748	313	78^	366	178^	247	156^	168^	86^	197^	92^	176^	148^	96^	21v	210^	44v	975	585
SAT. 10.30A 30 ABC	CA	99	97	B	6.1	21	511	1742	230	95	268	136	200	146	101	59	170	81	146	112	77	22	320	145	984	630
MEET THE PRESS	18	159	175	A	4.1	11	344	1384	689	206^	703	116^	199^	251^	232^	452	560	69v	246^	221^	329^	270^	30v	30v	91^	41v
SUN. 12.30P 30 NBC	CC	93	96	B	2.8	9	235	1224	455	168	514	101	159	187	200	318	550	142	264	245	262	259	23	LT	137	105

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																												
MEN'S SUPERSTARS(S)		167		A	6.8	16	570	1302	532	260^	532	205^	266^	292^	212^	161^	609	136^	328^	308^	357^	215^	56v	14v	105^	100v
1 SUN. 2.00P 121 ABC SE		90																								
2.00 - 2.30				A	5.5	13	461	1473	648	351^	648	286^	337^	384^	247^	147^	669	211^	364^	295^	373^	209^	74v	74v	82v	54v
2.30 - 3.00				A	7.1	17	595	1143	419	199^	419	178^	178^	211^	137^	159^	521	111^	278^	257^	304^	199^	161^	LT	42v	42v
3.00 - 3.30				A	7.4	17	620	1261	559	271^	559	204^	291^	318^	244^	165^	653	139^	362^	359^	388	232^	LT	LT	49v	49v
3.30 - 4.00				A	7.1	16	595	1383	527	237^	527	175^	276^	271^	227^	171^	610	99v	319^	321^	369^	218^	LT	LT	246^	246^
MENUDO-10:25AM	20	200	200	A	5.9	20	494	1765	302	60^	332	125^	210^	151^	182^	103^	166^	50v	127^	109^	107^	39v	217^	43v	1050	596
SAT. 10.25A 4 ABC CN		99	99	B	6.2	22	520	1797	225	88	253	136	188	131	85	59	178	86	149	101	81	27	310	150	1056	668
MENUDO-11:55AM	3	201	200	A	6.5	21	545	1673	399	178^	406	179^	264	234	182^	58^	284	122^	241	201^	139^	43v	167^	111^	816	500
SAT. 11.55A 4 ABC CN		99	99	B	6.5	20	545	1670	344	150	358	176	254	205	143	49	261	107	232	205	139	29	257	147	794	484
MR. T	20	203	203	A	9.6	31	804	1869	302	190	368	181	272	202	159	84^	331	189	288	218	112^	38^	212	100^	958	528
SAT. 11.00A 30 NBC CA		98	98	B	8.6	29	721	1842	297	123	332	188	258	190	113	59	245	138	197	154	85	41	317	140	948	524
MONCHHICHIS	3	188	191	A	3.3	22	277	1700	144^	72v	144^	71v	83v	83v	63v	61v	104v	50v	104v	104v	54v	LT	213^	72v	1239	802
SAT. 8.00A 30 ABC CA		94	95	B	3.1	21	260	1745	142	50	143	62	69	69	42	74	124	68	105	105	37	19	222	76	1256	879
NBA ALLSTAR GAME(S)		192		A	9.0	21	754	1643	398	188^	472	137^	312	276^	272^	130^	892	397	609	470	410	222^	176^	48v	103^	83^
1 SUN. 2.00P 168 CBS SE		97																								
2.00 - 2.30				A	8.5	21	712	1737	428	210^	530	165^	353	340	310^	111^	981	439	667	512	480	219^	129^	21v	97^	66v
2.30 - 3.00				A	8.4	20	704	1557	353	183^	431	125^	311^	293^	253^	84v	915	388	599	505	451	222^	141^	27v	70v	70v
3.00 - 3.30				A	9.1	23	763	1637	392	152^	432	87^	275^	257^	255^	144^	951	460	684	481	394	223^	181^	35v	73v	73v
3.30 - 4.00				A	9.3	22	779	1655	400	173^	445	137^	281^	230^	232^	151^	884	402	619	448	376	231^	183^	47v	143^	86^
4.00 - 4.30				A	9.1	20	763	1612	370	197^	469	147^	315	264^	282^	135^	776	328	513	420	369	210^	221^	84^	146^	119^
4.30 - 5.00				A	10.4	22	872	1601	420	215^	517	154^	338	260^	311	153^	791	336	536	429	365	221^	212^	85^	81^	76^
NCAA BASKETBALL GAME-SUN	3	188	188	A	5.0	12	419	1601	436	242^	462	112^	259^	261^	269^	185^	925	317	638	594	467	208^	104^	36v	110^	110^
1 SUN. 1.00P 125 NBC SE		95	95	B	4.7	12	394	1519	386	195	409	91	207	210	224	185	930	327	614	578	460	233	85	26	95	94
2 SUN. 2.00P 131																										
1.00 - 1.30				A	4.2	12	352	1568	473^	321^	513^	85v	244^	244^	267^	269^	935	336^	623^	545^	420^	267^	LT	LT	120v	120v
1.30 - 2.00				A	5.1	13	427	1843	423^	230^	552	148^	273^	204^	275^	255^	1056	422^	770	656	464^	231^	129v	LT	106v	106v
2.00 - 2.30				A	4.6	11	385	1639	424	197^	427	75v	209^	209^	275^	218^	1059	344	729	668	562	258^	85^	50v	68v	68v
2.30 - 3.00				A	4.8	11	402	1729	501	248^	501	74^	268^	296	356	205^	992	313	681	630	499	219^	136^	30v	100^	100^
3.00 - 3.30				A	5.1	12	427	1562	427^	291^	427^	164^	319^	338^	219^	89v	828	308^	563	552	431^	155^	134v	69v	173^	173^
3.30 - 4.00				A	6.1	14	511	1292	320^	228^	331^	133^	221^	232^	143^	88v	745	251^	532	530	403^	139^	92v	55v	124^	124^
4.00 - 4.30				A	6.8	15	570	1386	436	307^	487	161^	319^	300^	283^	131^	653	233^	428	423	371^	147^	137^	60v	109^	109^
NCAA BASKETBALL-NAT'L	5	167	170	A	3.7	10	310	1365	407	162^	504	126^	315^	239^	290^	165^	656	174^	426	435	368^	189^	109^	29v	96^	77v
1 SAT. 3.00P 122 NBC SE		87	92	B	3.8	10	318	1320	369	131	414	92	200	195	236	161	714	303	495	429	282	193	112	22	80	54
2 SAT. 4.00P 142																										
3.00 - 3.30				A	2.7	8	226	1650	515^	244v	621^	160v	408^	340^	380^	121v	826^	313^	636^	544^	398^	190v	96v	30v	107v	75v
3.30 - 4.00				A	3.0	9	251	1876	486^	207v	713^	227v	531^	368^	447^	118v	933	364^	737^	656^	449^	196v	154v	122v	76v	76v
4.00 - 4.30				A	3.4	9	285	1484	440	151^	574	143^	379^	267^	351^	164^	674	144^	414	467	411^	207^	127^	39v	109^	84v
4.30 - 5.00				A	3.4	9	285	1361	427	189^	567	175^	400^	258^	290^	151^	593	127^	309^	374^	333^	197^	99v	32v	102v	84v
5.00 - 5.30				A	3.5	9	293	1099	320^	113v	320^	38v	187v	187v	198v	133v	583^	143v	436^	437^	376^	109v	107v	LT	89v	89v
5.30 - 6.00				A	4.8	11	402	1057	314^	122v	336^	47v	157^	157^	202^	179^	576	159^	407^	392^	325^	141v	87v	LT	58v	58v
6.00 - 6.30				A	6.5	14	545	1161	379^	154^	415^	91v	170^	157^	215^	245^	542	97v	286^	308^	334^	234^	95v	LT	109v	59v
NCAA BASKETBALL-REG'L	3	178	174	A	3.9	12	327	1590	403	122^	409	80v	229^	248^	243^	153^	743	266^	520	462	361	201^	162^	37v	276^	108^
1 SAT. 1.00P 119 NBC SE		92	90	B	4.1	12	344	1447	342	95	372	94	220	203	197	130	726	263	481	430	341	224	158	35	191	72
2 SAT. 1.30P 119																										
1.00 - 1.30				A	3.3	10	277	1639	382^	36v	382^	75v	270^	270^	231^	112v	696^	393^	573^	502^	210v	93v	235^	127v	326^	170v
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NCAA BASKETBALL-RE-CONT'D																										
1.30 - 2.00				A	3.3	10	277	1643	395^	112^	409^	84v	207^	249^	234^	160^	763	308^	546	452	358^	202^	171^	32v	300^	149^
2.00 - 2.30				A	3.9	12	327	1645	409	149^	421	67v	235^	275^	269^	146^	780	278^	553	462	367	227^	160^	40v	284^	105^
2.30 - 3.00				A	4.0	12	335	1693	456	165^	466	76v	241^	262^	293^	192^	762	242^	523	476	398	223^	142^	24v	323^	84v
3.00 - 3.30				A	5.3	15	444	1302	351^	115v	351^	106v	214^	178^	161^	137^	714	178^	425^	462^	419^	221^	120v	LT	117v	61v
NEW FAT ALBERT SHOW	9	137	140	A	4.6	15	385	2166	373	91^	401	221^	330	213^	141^	71v	479	249^	362	277^	210^	100^	377	128^	909	428
SAT. 1.00P 30 CBS	CA	71	72	B	4.9	15	411	1736	387	161	429	222	302	216	139	104	349	160	254	223	168	82	205	108	753	401
NEW SCOOBY & SCRAPPY DOO	3	201	199	A	5.2	21	436	1986	257^	115^	337	198^	256^	181^	127^	71^	341	193^	328	247^	139^	13v	317	124^	991	530
SAT. 9.00A 30 ABC	CA	99	99	B	5.1	21	427	2099	256	77	323	216	256	143	99	60	273	172	263	189	95	LT	370	164	1133	734
ONE TO GROW ON-8:28AM	7	194	196	A	3.5	22	293	1863	232^	38v	327^	253^	286^	177^	74v	LT	155^	114^	114^	37v	17v	24v	422	122^	959	549
SAT. 8.28A 2 NBC	CN	96	95	B	4.0	25	335	1949	268	84	310	162	250	200	133	43	228	152	175	162	70	LT	334	117	1077	664
ONE TO GROW ON-8:58AM	20	199	198	A	5.0	24	419	1847	305	138^	354	188^	321	242^	166^	16v	221^	186^	201^	94^	22v	13v	297	69v	975	592
SAT. 8.58A 2 NBC	CN	98	97	B	4.6	23	385	1743	276	128	304	175	244	185	111	44	171	124	136	106	35	28	205	110	1063	594
ONE TO GROW ON-10:28AM	18	209	209	A	9.9	33	830	2158	396	175	423	235	346	280	158	67^	393	218	330	218	134^	52^	348	106^	994	625
SAT. 10.28A 2 NBC	CN	99	99	B	9.1	32	763	1896	323	147	360	193	290	228	139	51	241	157	203	146	66	29	329	141	966	555
ONE TO GROW ON-10:58AM	20	197	199	A	9.6	31	804	2022	401	213	436	214	317	272	180	91^	352	245	289	161	63^	55^	278	112^	956	568
SAT. 10.58A 2 NBC	CN	96	97	B	8.2	28	687	1848	299	129	340	189	265	199	116	59	239	152	189	142	63	36	296	135	973	558
ONE TO GROW ON-12:28PM	5		170	A	5.4	16	453	1598	223^	64v	262^	104v	168^	133^	64v	94v	412^	222^	318^	298^	136^	81v	250^	55v	674	410^
2 SAT. 12.28P 2 NBC	CN		87	B	5.8	17	486	1836	301	118	344	110	213	180	134	122	275	134	227	201	124	40	362	138	855	492
PAC-MAN	20	199	200	A	5.1	19	427	1920	352	101^	398	177^	285	198^	173^	113^	252^	154^	235^	210^	90^	17v	255^	96^	1015	581
SAT. 9.30A 30 ABC	CA	99	99	B	5.4	21	453	1778	250	89	277	133	202	155	98	69	172	88	144	117	72	25	236	129	1093	682
PGA SENIORS CHAMPIONSHIP(S)		152		A	3.4	11	285	1404	538^	214^	538^	328^	398^	204v	129v	140v	615^	154v	246^	246^	215^	369^	76v	45v	175v	35v
1 SAT. 2.00P 60 ABC	SE	80																								
2.00 - 2.30				A	3.2	10	268	1522	589^	246^	589^	384^	473^	272^	141v	116v	634^	208v	290^	290^	206v	344^	109v	75v	190v	30v
2.30 - 3.00				A	3.5	11	293	1328	505^	187v	505^	283^	338^	146v	124v	167v	611^	105v	207^	207^	228^	404^	52v	20v	160v	38v
PLASTICMAN	14	196	195	A	5.1	17	427	1885	345	110^	364	140^	255^	199^	175^	106^	300	189^	270^	196^	90^	30v	347	136^	874	495
SAT. 10.00A 30 CBS	CA	98	98	B	4.6	16	385	1786	325	133	374	200	270	181	118	93	284	161	225	172	93	53	262	86	866	500
PRO BOWLERS TOUR	5	164	166	A	7.1	19	595	1286	530	161^	562	166^	287	285	256	233	594	186^	288	241	248	286	101^	57^	29v	19v
SAT. 3.30P 90 ABC	SE	88	90	B	7.2	18	603	1289	524	126	554	143	254	258	257	266	583	162	302	286	259	257	94	30	58	34
3.30 - 4.00				A	6.2	17	520	1321	572	156^	595	172^	308	308	284	254	560	187^	270	213^	227	277	108^	78^	58^	23v
4.00 - 4.30				A	7.3	20	612	1261	520	155^	543	153^	276	275	255	223	586	183^	287	234	234	285	116^	59^	16v	16v
4.30 - 5.00				A	7.9	20	662	1264	499	165^	549	176^	282	278	231	219	621	185	301	267	275	291	77^	37v	17v	17v
PUPPY-FURTHER ADVENTURES	20	196	197	A	6.2	20	520	1729	367	109^	379	147^	253	198^	213^	86^	176^	110^	159^	92^	49v	17v	182^	97^	992	606
SAT. 11.00A 30 ABC	CA	96	96	B	6.2	21	520	1730	270	117	315	173	253	175	114	48	265	180	235	140	71	26	258	156	892	551
RASCALS/RICHIE RICH	20	192	195	A	4.3	22	360	1553	184^	67v	228^	150^	175^	113^	64v	53v	143^	59v	134^	107^	75v	LT	179^	94^	1003	632
SAT. 8.30A 30 ABC	CA	97	98	B	4.1	20	344	1745	269	131	293	136	213	166	114	71	220	110	183	139	92	32	226	93	1006	661
RUBIK, THE AMAZING CUBE	20	199	200	A	6.0	20	503	1771	304	70^	337	126^	211^	147^	179^	103^	149^	21v	106^	85^	115^	43v	218^	50v	1067	593
SAT. 10.00A 30 ABC	CA	99	99	B	6.5	24	545	1812	220	88	248	132	186	134	85	54	179	91	152	98	77	27	298	142	1087	688
SATURDAY SUPERCADE	20	191	191	A	5.4	24	453	1786	140^	25v	146^	82^	82^	LT	50v	64v	202^	102^	130^	80^	73^	72^	242^	90^	1196	803
SAT. 8.30A 60 CBS	CA	95	95	B	5.3	25	444	1812	224	75	241	107	152	110	82	78	202	100	153	123	78	42	261	89	1108	746
8.30 - 9.00				A	4.8	24	402	1734	155^	15v	155^	87^	87^	LT	68v	68v	147^	97^	97^	49v	21v	50v	215^	99^	1217	797
9.00 - 9.30				A	5.9	24	494	1842	125^	31v	137^	76^	76^	LT	39v	61^	243	105^	159^	104^	116^	84^	263	83^	1199	823

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

 KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
SCHOOLHOUSE ROCK-8:25AM					3	190	192	A	4.0	25	335	1719	117^	66v	117^	65v	65v	65v	33v	52v	114^	48v	114^	114^	66v	LT	241^	71v	1247	857
SAT.	8.25A	4	ABC	CN		94	95	B	3.8	24	318	1781	123	46	123	64	64	64	24	59	137	72	116	116	44	21	253	75	1268	929
SHIRT TALES					20	200	202	A	4.6	23	385	1940	304^	125^	361	208^	323	217^	153^	23v	225^	184^	198^	95^	22v	19v	332	97^	1022	620
SAT.	8.30A	30	NBC	CA		98	98	B	4.3	22	360	1731	254	112	284	154	224	173	113	47	170	116	130	102	38	32	222	118	1055	607
SMURFS I					20	210	210	A	6.7	28	561	1813	276	134^	312	198^	277	183^	114^	29v	256	171^	232	139^	72^	13v	234	93^	1011	658
SAT.	9.00A	30	NBC	CA		99	99	B	6.0	26	503	1845	270	119	301	181	236	168	100	42	232	153	199	155	68	22	277	146	1035	568
SMURFS II					20	210	210	A	8.2	31	687	1978	384	182	407	265	352	253	142^	34v	228	129^	186	121^	67^	32v	349	177	994	613
SAT.	9.30A	30	NBC	CA		99	99	B	8.0	31	670	1911	304	134	342	202	277	193	119	44	233	143	197	159	79	23	295	148	1041	569
SMURFS III					20	210	210	A	9.7	33	813	2065	388	174	413	236	347	276	152	60^	365	202	309	215	126^	45^	319	118^	968	594
SAT.	10.00A	30	NBC	CA		99	99	B	8.9	32	746	1927	329	146	364	197	295	222	138	50	245	156	205	156	76	29	328	147	990	564
SPIDERMAN/HULK 1					20	172	171	A	6.6	21	553	1711	313	134^	383	167^	279	226	163^	84^	295	166^	233	183^	72^	57^	240	76^	793	463
SAT.	11.30A	30	NBC	CA		87	88	B	6.0	20	503	1792	277	137	303	169	235	170	104	57	250	148	195	154	79	44	361	140	878	473
SPIDERMAN/HULK 2					18	172	169	A	6.3	20	528	1938	303	184^	411	165^	305	236	180^	87^	398	235	330	252	114^	62^	188^	68^	941	501
SAT.	12.00N	30	NBC	CA		87	87	B	6.1	19	511	1840	325	160	365	172	262	198	145	89	269	159	206	167	86	46	327	127	879	496
SPORTSBEAT					3	145		A	3.5	11	293	942	379^	143v	423^	58v	239^	239^	263^	184v	519^	178v	260^	144v	167v	259^	LT	LT	LT	LT
1 SAT.	3.00P	30	ABC	SC		76		B	3.7	11	310	1173	413	187	479	141	237	254	210	194	577	207	324	261	224	233	55	26	62	LT
SPORTSWORLD					4	181	167	A	5.6	12	469	1505	615	298	706	203^	441	430	407	211^	614	154^	337	362	335	195^	116^	23v	69^	55v
1 SUN.	3.05P	85	NBC	SA		91	88	B	5.9	13	494	1587	513	245	582	152	342	355	341	175	768	266	485	447	397	216	136	58	101	61
2 SUN.	4.11P	109																												
3.00 - 3.30								A	4.6	11	385	1621	647	278^	735	197^	428^	413^	450^	263^	674	92v	236^	324^	232^	350^	120v	LT	92v	92v
3.30 - 4.00								A	5.8	14	486	1498	686	314^	752	197^	450^	440^	455^	265^	573	77v	197^	265^	209^	308^	138^	LT	35v	35v
4.00 - 4.30								A	5.3	12	444	1439	703	358	744	230^	450	445	390	249^	529	126^	293	314	284	168^	152^	22v	14v	14v
4.30 - 5.00								A	5.2	11	436	1475	524^	264^	622	169^	399^	370^	381^	177^	624	227^	391^	342^	359^	150^	95v	48v	134v	92v
5.00 - 5.30								A	6.4	13	536	1584	537	259^	678	211^	476	474	390^	139^	654	217^	437	416^	414^	133^	135^	65v	117^	79v
5.30 - 6.00								A	6.2	12	520	1517	556	277^	698	195^	433^	425^	403^	183^	713	185^	456	505	500	151^	53v	LT	53v	53v
SUNDAY MORNING					18	172	171	A	5.0	20	419	1286	477	229^	544	86^	220^	212^	286	310	591	186^	325	370	304	221^	69v	43v	82^	63v
SUN.	9.00A	90	CBS	N		93	93	B	5.0	21	419	1296	552	249	589	114	231	245	297	328	563	160	289	311	299	223	45	30	99	55
9.00 - 9.30								A	4.2	20	352	1256	522	253^	582	57v	270^	284^	344	298^	591	139^	324^	375	342	216^	23v	23v	60v	60v
9.30 - 10.00								A	5.4	21	453	1216	450	159^	493	65v	168^	149^	263	317	554	208^	289	325	238^	229^	107^	66^	62v	62v
10.00 - 10.30								A	5.5	20	461	1345	462	261	559	125^	227^	220^	262	310	619	198^	350	402	329	217^	59v	33v	108^	59v
THIS WEEK-DAVID BRINKLEY					17	167	179	A	4.4	13	369	1507	598	154^	658	105^	248^	231^	241^	382	574	105^	197^	248^	272^	279^	87^	49v	188^	162^
SUN.	11.30A	60	ABC	N		94	93	B	3.8	11	318	1365	559	191	604	104	205	214	243	358	576	151	266	267	254	246	64	26	121	105
11.30 - 12.00								A	4.1	12	344	1372	583	171^	639	99^	226^	204^	200^	398	529	104^	168^	224^	207^	274^	85v	35v	119^	87^
12.00 - 12.30								A	4.7	13	394	1594	602	133^	660	109^	262^	244^	264^	363	611	110^	226^	271^	322	281^	80^	56v	243^	226^
THUNDARR					17	145	148	A	4.9	15	411	1908	341	140^	406	211^	293	217^	122^	94^	492	322	415	362	132^	71v	196^	83^	814	379
SAT.	12.30P	30	NBC	CA		82	82	B	5.1	16	427	1718	320	138	359	189	256	193	113	89	273	163	211	174	77	53	291	138	795	432
USA-WRLD-AMATEUR BOXING(S)							177	A	7.5	16	629	1747	585	252^	587	237^	398	332^	285^	145^	860	338^	558	510	463	210^	194^	48v	106^	89v
2 SUN.	3.30P	60	ABC	SE			88																							
3.30 - 4.00								A	6.7	15	561	1692	528	221^	528	247^	342^	264^	223^	146^	857	347^	571	484	455	200^	203^	38v	104v	104v
4.00 - 4.30								A	8.3	18	696	1772	629	275^	629	226^	441	386	335	144^	856	328^	542	527	464	216^	185^	54v	102^	72v
WOMEN'S SUPERSTARS(S)							179	A	6.1	14	511	1364	431^	76v	461	182^	239^	200^	156^	189^	621	254^	445^	378^	322^	131^	168^	59v	114v	98v
2 SUN.	2.00P	90	ABC	SE			89																							
CONT'D																														

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
WOMEN'S SUPERSTARS-CONT'D																										
2.00 - 2.30				A	5.0	12	419	1210	412^	67v	455^	158^	217^	163^	128v	206^	522^	183^	350^	320^	285^	138v	180^	69v	53v	38v
2.30 - 3.00				A	6.3	15	528	1339	422^	59v	446	158^	217^	189^	146^	193^	611	279^	442	359^	290^	129^	165^	65v	117^	117^
3.00 - 3.30				A	7.0	16	587	1496	453	102^	480	218^	271^	234^	187^	176^	696	280^	512	434	376^	127^	168^	50v	152^	119^

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. JAN.23, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,840 20.1				22,290 26.6							
Program					← THAT'S INCREDIBLE (SD) →				← ABC MONDAY NIGHT MOVIE JEALOUSY (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					11,980 14.3	13.1*		15.6*	13,910 16.6	18.0*		17.4*		15.6*		15.3*
SHARE OF AUDIENCE %					20	19 *		22 *	25	26 *		26 *		24 *		25 *
AVG. AUD. BY ¼ HR. %					12.5	13.6	15.6	15.5	17.6	18.4	17.7	17.0	15.9	15.3	15.2	15.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,190 22.9		18,020 21.5		26,650 31.8							
Program					AFTERMASH		NEWHART (SD)		← CBS SPECIAL MOVIE PRES. THE FOUR SEASONS →							
AVERAGE AUDIENCE (Households (000) & %)					17,100 20.4		16,510 19.7		17,100 20.4	20.4*		20.7*		20.5*		20.0*
SHARE OF AUDIENCE %					29		28		31	29 *		30 *		32 *		33 *
AVG. AUD. BY ¼ HR. %					19.9	20.9	19.4	19.9	20.9	19.8	20.6	20.9	20.6	20.4	20.6	19.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					24,130 28.8				23,630 28.2							
Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES THE OUTLAW JOSEY WALES(R) (9:00-11:30PM) (+OP) →							
AVERAGE AUDIENCE (Households (000) & %)					18,100 21.6	21.4*		21.9*	14,920 17.8	17.0*		17.8*		18.9*		18.4*
SHARE OF AUDIENCE %					31	31 *		31 *	28	24 *		26 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					21.4	21.4	22.1	21.7	16.5	17.6	17.6	18.0	18.7	19.1	18.4	18.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,590 19.8				24,390 29.1							
Program					← THAT'S INCREDIBLE (SUS-SD) →				← ABC MONDAY NIGHT MOVIE WHEN SHE SAYS NO (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					12,490 14.9	15.1*		14.7*	16,010 19.1	18.5*		18.6*		19.8*		19.6*
SHARE OF AUDIENCE %					21	21 *		20 *	28	25 *		26 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					14.9	15.4	14.7	14.7	18.6	18.4	18.5	18.6	19.6	19.9	20.0	19.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,270 23.0				18,860 22.5		18,020 21.5		13,830 16.5			
Program					← SCARECROW & MRS. KING (SD) →				AFTERMASH		NEWHART		← EMERALD POINT,N.A.S. →			
AVERAGE AUDIENCE (Households (000) & %)					15,750 18.8	17.6*		20.0*	16,510 19.7		16,260 19.4		10,310 12.3	12.7*		12.0*
SHARE OF AUDIENCE %					26	25 *		28 *	27		27		19	19 *		19 *
AVG. AUD. BY ¼ HR. %					16.9	18.4	19.7	20.2	19.3	20.1	19.6	19.3	13.1	12.2	12.2	11.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					20,360 24.3				26,980 32.2							
Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← MOST BEAUTIFUL GIRL-WORLD (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					16,010 19.1	18.9*		19.2*	16,590 19.8	19.1*		19.3*		20.2*		20.8*
SHARE OF AUDIENCE %					27	27 *		27 *	29	26 *		27 *		30 *		33 *
AVG. AUD. BY ¼ HR. %					18.4	19.3	19.1	19.4	19.0	19.2	19.5	19.0	20.4	20.0	20.6	21.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	65.7	67.4	67.5	68.3	69.1	69.5	70.9	71.3	70.2	69.8	68.6	67.4	65.2	63.5	61.8	59.6
WK. 2	64.4	66.1	68.2	69.0	69.6	71.5	72.1	72.7	72.6	72.7	71.8	70.4	67.5	65.9	64.2	62.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.MON. JAN.30, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.24, 1984

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	18,020 21.5		15,170 18.1		16,760 20.0		14,920 17.8		14,830 17.7			
Program	FOUL UPS, BLEEPS-BLUNDERS		HAPPY DAYS (SUS-SD)		THREE'S COMPANY		OH MADELINE (SD)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000) & %)	16,010 19.1		13,490 16.1		14,920 17.8		13,580 16.2		11,650 13.9	14.0*		13.9*
SHARE OF AUDIENCE %	27		23		26		24		23	22 *		24 *
AVG. AUD. BY ¼ HR. %	18.4	19.9	16.0	16.1	17.2	18.4	16.2	16.1	14.0	14.0	14.0	13.7

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	15,500 18.5				25,140 30.0							
Program	← MISSISSIPPI (SD) →				← CBS TUESDAY NIGHT MOVIES → THE LOST HONOR OF KATHERYN BECK							
AVERAGE AUDIENCE (Households (000) & %)	12,490 14.9	14.4*		15.5*	19,020 22.7	21.0*		22.8*		23.8*		23.1*
SHARE OF AUDIENCE %	21	21 *		22 *	35	30 *		34 *		38 *		40 *
AVG. AUD. BY ¼ HR. %	14.3	14.5	15.1	15.9	20.2	21.8	22.5	23.1	23.8	23.7	23.7	22.5

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	24,130 28.8				19,610 23.4							
Program	← A TEAM (SD) →				← REMINGTON STEELE (R)(SD) →							
AVERAGE AUDIENCE (Households (000) & %)	18,940 22.6	21.6*		23.6*	11,730 14.0	15.4*		14.7*		13.7*		12.3*
SHARE OF AUDIENCE %	32	31 *		33 *	22	22 *		22 *		22 *		21 *
AVG. AUD. BY ¼ HR. %	21.2	22.0	24.1	23.1	16.2	14.6	14.8	14.7	14.2	13.1	12.9	11.8

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	16,590 19.8		14,580 17.4		18,180 21.7		16,590 19.8		18,690 22.3			
Program	FOUL UPS, BLEEPS-BLUNDERS		HAPPY DAYS (SUS-SD)		THREE'S COMPANY		OH MADELINE (SD)		← HART TO HART →			
AVERAGE AUDIENCE (Households (000) & %)	14,250 17.0		13,240 15.8		16,680 19.9		15,170 18.1		15,250 18.2	18.3*		18.2*
SHARE OF AUDIENCE %	25		22		29		27		30	29 *		31 *
AVG. AUD. BY ¼ HR. %	16.0	18.0	15.3	16.2	18.9	20.8	18.0	18.1	18.4	18.1	18.3	18.1

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	20,530 24.5											
Program	← HALLMARK HALL OF FAME → THE MASTER OF BALLANTRAE											
AVERAGE AUDIENCE (Households (000) & %)	12,570 15.0	14.0*		14.4*		16.0*		15.4*		15.4*		14.5*
SHARE OF AUDIENCE %	23	20 *		20 *		23 *		23 *		25 *		25 *
AVG. AUD. BY ¼ HR. %	14.4	13.6	14.3	14.5	16.2	15.8	15.4	15.4	15.5	15.3	14.8	14.1

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	26,060 31.1				20,870 24.9				16,760 20.0			
Program	← A TEAM (SD) →				← RIPTIDE →				← REMINGTON STEELE →			
AVERAGE AUDIENCE (Households (000) & %)	21,370 25.5	24.2*		26.7*	16,840 20.1	20.0*		20.3*	13,910 16.6	17.1*		16.1*
SHARE OF AUDIENCE %	37	35 *		38 *	30	29 *		30 *	28	27 *		28 *
AVG. AUD. BY ¼ HR. %	23.3	25.1	27.0	26.5	20.4	19.6	20.5	20.0	17.2	16.9	16.4	15.9

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	64.2	65.9	66.7	68.2	69.9	70.5	70.8	71.0	69.1	69.0	68.0	66.9	63.5	61.8	59.8	57.1
WK. 2	62.2	64.6	65.9	66.5	67.6	70.1	70.5	70.3	68.9	69.1	67.2	66.1	63.3	61.5	59.6	56.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.25, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					21,290 25.4										18,690 22.3	
Program					← FALL GUY (SD) →				← STATE OF THE UNION-ABC (9:00-9:54PM) (SUS)				DEMOCRATIC RESPONSE-ABC (9:54-10:33PM) (SUS)		HOTEL (10:33-11:33PM) (→OP)	
AVERAGE AUDIENCE (Households (000) & %)					16,090 19.2	17.8*		20.6*							12,990 15.5	15.5*
SHARE OF AUDIENCE %					29	27 *		31 *							31	29 *
AVG. AUD. BY ¼ HR. %					16.9	18.6	20.3	20.8							15.4	15.5
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					12,650 15.1		9,640 11.5							7,210 8.6	7,040 8.4	
Program					DOMESTIC LIFE		EMPIRE (SD)		← STATE OF THE UNION-CBS (9:00-9:50PM) (SUS)(S)(OP)				DEMOCRATIC RESPONSE-CBS (9:55-10:27PM) (SUS)		(1) (→OP)	(2) (OP)
AVERAGE AUDIENCE (Households (000) & %)					10,890 13.0		8,720 10.4							7,040 8.4	6,450 7.7	
SHARE OF AUDIENCE %					20		16							15	15	
AVG. AUD. BY ¼ HR. %					13.0	13.0	10.6	10.2						9.0	7.2	7.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					18,180 21.7									8,970 10.7		
Program					← REAL PEOPLE (SD) →				STATE OF THE UNION-NBC (9:00-9:46PM) (SUS)(SUS-OP)				DEM.RESPONSE-ST.UNION-NBC (9:54-10:26PM) (SUS)		DECISION '84 (10:26-10:59PM)	
AVERAGE AUDIENCE (Households (000) & %)					13,660 16.3	15.4*		17.2*						6,960 8.3		
SHARE OF AUDIENCE %					25	24 *		26 *						15		
AVG. AUD. BY ¼ HR. %					14.7	16.0	17.1	17.2						8.8	8.5	7.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					22,710 27.1				25,640 30.6				23,210 27.7			
Program					← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000) & %)					18,440 22.0	21.0*		23.0*	21,290 25.4	24.2*		26.6*	19,360 23.1	23.5*		22.6*
SHARE OF AUDIENCE %					33	32 *		34 *	38	35 *		40 *	39	39 *		40 *
AVG. AUD. BY ¼ HR. %					19.8	22.1	22.7	23.3	23.6	24.7	26.2	26.9	23.7	23.3	23.1	22.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					11,560 13.8				15,080 18.0							
Program					← EMPIRE (SD) →				← CBS WEDNESDAY NIGHT MOVIE THE FINAL CONFLICT →							
AVERAGE AUDIENCE (Households (000) & %)					7,540 9.0	9.1*		8.8*	8,550 10.2	10.0*		10.0*		10.7*		10.1*
SHARE OF AUDIENCE %					14	14 *		13 *	16	15 *		15 *		18 *		18 *
AVG. AUD. BY ¼ HR. %					9.6	8.6	8.8	8.9	10.2	9.9	9.9	10.1	10.7	10.7	10.4	9.9
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					20,280 24.2				17,010 20.3		15,590 18.6		13,660 16.3			
Program					← REAL PEOPLE (SD) →				FACTS OF LIFE		NIGHT COURT		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000) & %)					15,420 18.4	17.9*		18.9*	15,420 18.4		13,490 16.1		10,980 13.1	13.6*		12.7*
SHARE OF AUDIENCE %					28	27 *		28 *	27		24		22	23 *		22 *
AVG. AUD. BY ¼ HR. %					17.8	18.1	18.6	19.1	18.0	18.7	16.4	15.7	13.8	13.3	12.8	12.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.4	62.1	63.4	63.7	64.4	65.7	66.6	66.5	64.6	64.8	65.1	63.8	60.0	56.2	51.8	48.5
WK. 2	62.6	63.6	64.4	65.3	65.0	66.2	67.2	68.2	67.8	68.5	67.1	66.2	61.1	59.3	58.2	55.5

U.S. TV Households: 83,800,000

(1)STATE-UNION ANALYSIS-2,CBS,(10:27-10:41PM)(S)   (2)BACK TOGETHER,CBS,(10:41-11:00PM)(S)

For explanation of symbols, See page A.

EVE.WED. FEB.1, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.26, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,410 16.0				14,160 16.9				14,160 16.9			
Program					← AUTOMAN (SUS-SD) →				← MASQUERADE (SD) →				← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					9,970 11.9	11.5*		12.4*	9,890 11.8	11.9*		11.7*	10,640 12.7	13.1*		12.2*
SHARE OF AUDIENCE %					18	18 *		19 *	18	18 *		18 *	21	21 *		21 *
AVG. AUD. BY ¼ HR. %					11.3	11.7	12.5	12.2	11.9	11.9	11.7	11.6	13.2	13.1	12.6	11.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,790 27.2				26,980 32.2							
Program					← MAGNUM, P.I. (SD) →				← HAMMER'S MORE THAN MURDER →							
AVERAGE AUDIENCE (Households (000) & %)					18,270 21.8	20.9*		22.8*	18,100 21.6	21.1*		22.4*		22.1*		20.8*
SHARE OF AUDIENCE %					33	32 *		34 *	34	31 *		35 *		36 *		36 *
AVG. AUD. BY ¼ HR. %					20.2	21.5	22.4	23.2	21.3	21.0	22.4	22.5	22.4	21.7	21.2	20.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,750 18.8		16,090 19.2		18,600 22.2		14,160 16.9		17,100 20.4			
Program					GIMME A BREAK		FAMILY TIES (SD)		CHEERS		BUFFALO BILL (SD)		← HILL STREET BLUES →			
AVERAGE AUDIENCE (Households (000) & %)					13,990 16.7		14,500 17.3		16,090 19.2		12,740 15.2		14,080 16.8	16.3*		17.3*
SHARE OF AUDIENCE %					26		26		29		24		28	26 *		30 *
AVG. AUD. BY ¼ HR. %					16.2	17.2	17.1	17.5	19.0	19.5	15.2	15.2	15.9	16.6	17.4	17.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					24,970 29.8								17,010 20.3			
Program					← ABC MOVIE SPECIAL GREASE(R) (SUS-SD)(SD) →								← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					16,510 19.7	17.7*		19.4*		21.0*		20.9*	12,990 15.5	16.7*		14.2*
SHARE OF AUDIENCE %					28	26 *		28 *		30 *		30 *	25	26 *		24 *
AVG. AUD. BY ¼ HR. %					17.1	18.2	19.0	19.9	20.7	21.2	21.3	20.4	17.2	16.3	14.5	14.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					23,970 28.6				22,880 27.3				20,030 23.9			
Program					← MAGNUM, P.I. (SD) →				← SIMON & SIMON →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000) & %)					19,780 23.6	22.7*		24.5*	19,110 22.8	22.3*		23.3*	16,840 20.1	20.2*		19.9*
SHARE OF AUDIENCE %					34	33 *		35 *	33	32 *		34 *	33	32 *		34 *
AVG. AUD. BY ¼ HR. %					22.1	23.3	24.6	24.3	22.1	22.6	23.2	23.3	20.5	19.9	20.2	19.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,660 16.3		10,890 13.0		12,570 15.0		10,730 12.8		19,270 23.0			
Program					GIMME A BREAK		FAMILY TIES (SD)		CHEERS		BUFFALO BILL (SD)		← HILL STREET BLUES →			
AVERAGE AUDIENCE (Households (000) & %)					11,820 14.1		9,720 11.6		10,980 13.1		9,390 11.2		16,010 19.1	18.8*		19.5*
SHARE OF AUDIENCE %					21		17		19		16		31	29 *		33 *
AVG. AUD. BY ¼ HR. %					13.7	14.5	11.6	11.6	13.0	13.3	10.7	11.7	18.6	18.9	19.6	19.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.6	62.2	62.7	63.4	64.0	65.2	66.3	67.1	67.2	67.1	64.8	63.7	62.4	60.9	59.2	57.2
WK. 2	61.0	62.8	64.8	66.5	67.9	69.1	69.5	70.1	69.8	70.2	69.4	69.0	64.7	62.8	60.2	57.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. FEB.2, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.27, 1984

Week 1		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,530 23.3		18,520 22.1		14,750 17.6				18,860 22.5			
	Program					BENSON		WEBSTER (SD)		← BLUE THUNDER (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)					17,260 20.6		17,260 20.6		11,310 13.5	13.0*		13.9*	14,830 17.7	16.9*		18.6*
	SHARE OF AUDIENCE %					33		33		21	20 *		22 *	30	28 *		33 *
	AVG. AUD. BY ¼ HR. %					19.9	21.4	21.0	20.1	13.1	12.9	13.8	14.1	16.2	17.7	18.6	18.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,850 21.3				25,640 30.6				19,780 23.6			
	Program					← DUKES OF HAZZARD (SD) →				← DALLAS →				← BURNETT DISCOVERS DOMINGO →			
	AVERAGE AUDIENCE (Households (000) & %)					13,830 16.5	16.0*		17.0*	22,040 26.3	25.5*		27.2*	13,160 15.7	18.5*		12.9*
	SHARE OF AUDIENCE %					26	26 *		27 *	41	40 *		42 *	27	31 *		23 *
	AVG. AUD. BY ¼ HR. %					15.4	16.6	16.4	17.6	24.6	26.4	27.3	27.1	20.2	16.9	13.6	12.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)					11,480 13.7				11,060 13.2				13,910 16.6			
	Program					← LEGMEN (SD) →				← MASTER →				← TV-FUNNIEST MOMENTS (R) →			
	AVERAGE AUDIENCE (Households (000) & %)					8,210 9.8	10.2*		9.4*	8,630 10.3	10.2*		10.5*	9,800 11.7	11.2*		12.2*
	SHARE OF AUDIENCE %					16	16 *		15 *	16	16 *		16 *	20	19 *		22 *
	AVG. AUD. BY ¼ HR. %					10.4	9.9	9.6	9.3	10.1	10.2	10.2	10.8	11.0	11.3	11.8	12.5

Week 2		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,440 22.0		19,270 23.0		14,410 17.2				18,600 22.2			
	Program					BENSON		WEBSTER (SD)		← BLUE THUNDER (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)					16,420 19.6		17,680 21.1		11,150 13.3	13.3*		13.4*	15,340 18.3	18.0*		18.6*
	SHARE OF AUDIENCE %					32		33		21	21 *		21 *	31	30 *		33 *
	AVG. AUD. BY ¼ HR. %					18.9	20.3	20.5	21.7	13.6	12.9	13.1	13.7	17.4	18.6	18.8	18.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,680 19.9				26,230 31.3				20,870 24.9			
	Program					← DUKES OF HAZZARD (SD) →				← DALLAS →				← FALCON CREST →			
	AVERAGE AUDIENCE (Households (000) & %)					13,320 15.9	15.4*		16.4*	22,370 26.7	25.7*		27.6*	18,180 21.7	22.4*		21.1*
	SHARE OF AUDIENCE %					25	25 *		25 *	41	40 *		43 *	37	37 *		37 *
	AVG. AUD. BY ¼ HR. %					14.9	15.9	16.1	16.7	25.1	26.3	27.2	28.1	22.6	22.2	21.5	20.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,800 11.7				10,140 12.1				8,380 10.0			
	Program					← LEGMEN (SD) →				← MASTER →				← NEW SHOW →			
	AVERAGE AUDIENCE (Households (000) & %)					6,290 7.5	7.7*		7.3*	7,960 9.5	9.2*		9.8*	5,700 6.8	7.0*		6.6*
	SHARE OF AUDIENCE %					12	12 *		11 *	15	14 *		15 *	12	12 *		12 *
	AVG. AUD. BY ¼ HR. %					8.3	7.1	7.4	7.3	8.7	9.7	10.0	9.6	7.4	6.6	6.5	6.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	59.0	59.6	59.5	60.4	61.5	63.1	62.8	63.1	63.5	64.5	64.2	64.2	61.2	58.7	56.8	55.8
	WK. 2	56.4	57.7	59.0	60.6	61.7	62.5	63.9	64.8	64.7	64.8	65.0	64.4	60.6	59.8	57.5	56.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. FEB.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.28, 1984

WEEK 1

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	16,840 20.1				22,790 27.2				17,680 21.1			
Program	T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND			
AVERAGE AUDIENCE (Households (000) & %)	14,160 16.9	15.8*		18.0*	18,520 22.1	21.8*		22.4*	13,990 16.7	16.8*		16.7*
SHARE OF AUDIENCE %	28	27 *		30 *	37	36 *		37 *	30	29 *		30 *
AVG. AUD. BY ¼ HR. %	15.2	16.5	17.9	18.1	21.1	22.5	22.7	22.1	17.0	16.5	16.6	16.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	9,890 11.8				16,680 19.9				17,770 21.2			
Program	WHIZ KIDS (SD)				AIRWOLF				MIKE HAMMER			
AVERAGE AUDIENCE (Households (000) & %)	7,460 8.9	8.6*		9.1*	13,580 16.2	15.7*		16.6*	14,580 17.4	17.4*		17.5*
SHARE OF AUDIENCE %	15	15 *		15 *	27	26 *		28 *	31	30 *		31 *
AVG. AUD. BY ¼ HR. %	8.9	8.4	8.9	9.3	15.3	16.1	16.5	16.8	17.1	17.7	17.6	17.4
NBC TV TOTAL AUDIENCE (Households (000) & %)	17,510 20.9		16,510 19.7		16,260 19.4							
Program	DIFF'RENT STROKES-SAT.		SILVER SPOONS (SD)		MOVIE OF THE WEEK-SAT WORLD WAR III, PART 1(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)	15,340 18.3		14,750 17.6		8,800 10.5	9.9*		9.4*		11.6*		11.0*
SHARE OF AUDIENCE %	31		29		18	16 *		16 *		20 *		20 *
AVG. AUD. BY ¼ HR. %	17.2	19.3	18.0	17.3	10.5	9.3	9.1	9.7	12.0	11.2	11.1	11.0

WEEK 2

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	18,350 21.9				25,810 30.8							
Program	T.J. HOOKER (SD)				LOVE BOAT (SD)							
AVERAGE AUDIENCE (Households (000) & %)	14,830 17.7	16.3*		19.1*	17,930 21.4	20.2*		20.9*		22.1*		22.5*
SHARE OF AUDIENCE %	30	28 *		31 *	35	33 *		34 *		37 *		39 *
AVG. AUD. BY ¼ HR. %	15.7	17.0	18.9	19.4	19.9	20.5	20.9	20.9	21.8	22.4	22.9	22.1
CBS TV TOTAL AUDIENCE (Households (000) & %)	9,130 10.9				15,840 18.9				15,670 18.7			
Program	WHIZ KIDS (SD)				AIRWOLF				MIKE HAMMER			
AVERAGE AUDIENCE (Households (000) & %)	6,450 7.7	7.6*		7.8*	12,150 14.5	14.0*		15.0*	12,740 15.2	14.8*		15.6*
SHARE OF AUDIENCE %	13	13 *		13 *	24	23 *		24 *	26	25 *		27 *
AVG. AUD. BY ¼ HR. %	7.8	7.3	7.6	8.1	13.7	14.3	15.2	14.9	14.3	15.3	15.6	15.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	15,500 18.5		15,250 18.2		12,070 14.4		10,810 12.9		11,730 14.0			
Program	DIFF'RENT STROKES-SAT.		SILVER SPOONS (SD)		WE GOT IT MADE		MAMA'S FAMILY (SD)		HOLLYWOOD'S...MYSTERIES			
AVERAGE AUDIENCE (Households (000) & %)	13,910 16.6		13,740 16.4		9,640 11.5		9,470 11.3		8,720 10.4	10.6*		10.1*
SHARE OF AUDIENCE %	28		27		19		18		18	18 *		17 *
AVG. AUD. BY ¼ HR. %	15.8	17.4	16.3	16.6	11.6	11.4	11.0	11.6	11.0	10.3	10.3	9.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	56.1	57.4	57.6	59.0	58.5	60.1	60.3	60.2	60.4	60.6	60.3	60.1	58.3	56.5	56.0	55.2
WK. 2	56.1	57.1	57.5	58.8	58.7	59.4	60.3	61.4	61.4	61.8	61.6	61.3	60.2	60.1	59.1	57.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,440 5.3															
		ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	4,270 5.1															
	SHARE OF AUDIENCE %	10															
	AVG. AUD. BY ¼ HR. %	5.1															
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,230 14.6													
				← SATURDAY NIGHT (11:30-12:53AM) (SUSTAINING 12:53-1:00AM) →													
	AVERAGE AUDIENCE (Households (000) & %)			6,790 8.1	9.5*		7.7*		6.9*								
	SHARE OF AUDIENCE %			23	24 *		23 *		24 *								
	AVG. AUD. BY ¼ HR. %			9.5	9.5	8.2	7.1	7.3	6.2								
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,280 6.3															
		ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	5,110 6.1															
	SHARE OF AUDIENCE %	12															
	AVG. AUD. BY ¼ HR. %	6.1															
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			8,800 10.5													
				← DAVID LETTERMAN SPECIAL (11:30-12:43AM) (SUSTAINING 12:43-1:00AM) →													
	AVERAGE AUDIENCE (Households (000) & %)			5,450 6.5	7.1*		6.4*	5.2*									
	SHARE OF AUDIENCE %			18	17 *		18 *	17 *									
	AVG. AUD. BY ¼ HR. %			7.2	7.0	6.8	5.9	5.2									
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	50.5	46.4	40.7	38.2	35.9	32.5	29.6	27.3	24.3	22.0	19.7	17.9	15.4	13.6	11.8	10.4
	WK. 2	53.1	48.5	42.9	40.1	36.3	33.4	30.4	27.7	24.4	22.3	19.3	16.4	13.5	11.3	9.6	8.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.29, 1984

WEEK	NETWORK	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000))	12,570				18,270				24,390							
		TOTAL AUDIENCE (%)	15.0				21.8				29.1							
		PROGRAM	(1) (→OP)	← RIPLEY'S BELIEVE IT-NOT (7:13-8:00PM) (OP) →			← HARDCASTLE & MCCORMICK (SD) →				← ABC SUNDAY NIGHT MOVIE AMAZONS (9:00-10:55PM) (SD)(S)(OP) →							
		AVERAGE AUDIENCE (Households (000))	7,880				15,000				17,100							
		AVERAGE AUDIENCE (%)	9.4	3.9*		12.5*	17.9	17.5*		18.2*	20.4	20.6*		20.8*		20.5*		19.5*
		SHARE OF AUDIENCE %	14	6 *		18 *	25	25 *		25 *	31	29 *		30 *		33 *		32 *
		AVG. AUD. BY ¼ HR. %	1.5	4.2	11.9	13.1	17.1	18.0	17.9	18.6	20.3	20.8	20.9	20.6	20.7	20.3	20.2	18.5
	CBS TV	TOTAL AUDIENCE (Households (000))	29,160				23,130				21,960		20,700		20,450			
		TOTAL AUDIENCE (%)	34.8				27.6				26.2		24.7		24.4			
		PROGRAM	← 60 MINUTES →				← FOUR SEASONS (SD) →				JEFFERSONS		ALICE		← TRAPPER JOHN, M.D. (10:00-10:55PM) (S)(OP) →			
		AVERAGE AUDIENCE (Households (000))	22,790				18,690				19,020		18,770		17,350			
		AVERAGE AUDIENCE (%)	27.2	26.2*		28.1*	22.3	22.9*		21.8*	22.7		22.4		20.7	20.7*		20.8*
		SHARE OF AUDIENCE %	41	40 *		42 *	31	32 *		30 *	32		33		34	33 *		35 *
		AVG. AUD. BY ¼ HR. %	24.5	27.9	28.6	27.7	23.3	22.5	22.0	21.7	21.8	23.6	22.4	22.3	20.6	20.7	21.0	20.4
	NBC TV	TOTAL AUDIENCE (Households (000))	8,630				18,270				16,840							
		TOTAL AUDIENCE (%)	10.3				21.8				20.1							
		PROGRAM	← NBC REPORTS:IACOCCA →				← KNIGHT RIDER (SD) →				← NBC SUNDAY NIGHT MOVIE WORLD WAR III,PART 2(R) (9:00-10:55PM) (S)(OP) →							
		AVERAGE AUDIENCE (Households (000))	5,870				14,750				10,810							
		AVERAGE AUDIENCE (%)	7.0	6.4*		7.7*	17.6	16.3*		18.8*	12.9	13.4*		12.6*		13.0*		12.7*
		SHARE OF AUDIENCE %	11	10 *		11 *	25	23 *		26 *	20	19 *		18 *		21 *		21 *
		AVG. AUD. BY ¼ HR. %	6.3	6.5	7.3	8.1	15.4	17.1	18.7	18.9	14.2	12.5	12.7	12.4	13.1	12.9	12.6	12.9
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000))	18,270				21,200				28,740							
		TOTAL AUDIENCE (%)	21.8				25.3				34.3							
		PROGRAM	← RIPLEY'S BELIEVE IT-NOT →				← HARDCASTLE & MCCORMICK (SD) →				← ABC SUNDAY NIGHT MOVIE MY MOTHER'S SECRET LIFE (SD) →							
		AVERAGE AUDIENCE (Households (000))	13,410				16,840				21,030							
		AVERAGE AUDIENCE (%)	16.0	14.2*		17.8*	20.1	19.4*		20.7*	25.1	22.3*		25.4*		26.6*		26.1*
		SHARE OF AUDIENCE %	24	21 *		26 *	28	27 *		28 *	36	31 *		35 *		38 *		39 *
		AVG. AUD. BY ¼ HR. %	13.2	15.2	17.3	18.3	19.3	19.4	20.7	20.7	21.8	22.8	25.2	25.5	26.6	26.6	26.5	25.6
	CBS TV	TOTAL AUDIENCE (Households (000))	26,820				16,420		19,690									
		TOTAL AUDIENCE (%)	32.0				19.6		23.5									
		PROGRAM	← 60 MINUTES →				FOUR SEASONS		← CBS SPECIAL MOVIE PRESNT. CHARIOTS OF FIRE (SD) →									
		AVERAGE AUDIENCE (Households (000))	20,950				14,670		9,890									
		AVERAGE AUDIENCE (%)	25.0	24.0*		26.0*	17.5		11.8	14.7*		12.3*		11.0*		10.7*		10.2*
		SHARE OF AUDIENCE %	37	36 *		37 *	25		17	20 *		17 *		15 *		15 *		15 *
		AVG. AUD. BY ¼ HR. %	22.4	25.7	26.2	25.8	17.8	17.2	14.9	14.5	13.1	11.6	11.2	10.7	10.7	10.6	10.5	9.9
	NBC TV	TOTAL AUDIENCE (Households (000))	7,630				20,870				29,250							
		TOTAL AUDIENCE (%)	9.1				24.9				34.9							
		PROGRAM	← FIRST CAMERA →				← KNIGHT RIDER (SD) →				← NBC SUNDAY NIGHT MOVIE ON GOLDEN POND (9:00-11:16PM) →							
		AVERAGE AUDIENCE (Households (000))	4,610				16,340				21,120							
		AVERAGE AUDIENCE (%)	5.5	5.8*		5.1*	19.5	17.3*		21.7*	25.2	24.9*		25.3*		25.6*		25.6*
		SHARE OF AUDIENCE %	8	9 *		7 *	27	24 *		30 *	37	34 *		35 *		37 *		38 *
		AVG. AUD. BY ¼ HR. %	6.6	5.0	4.7	5.5	16.1	18.5	21.0	22.4	24.3	25.4	25.0	25.6	25.4	25.8	25.6	25.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	64.1	65.6	67.0	68.3	69.5	71.6	72.4	72.3	71.0	70.8	69.5	67.5	63.5	62.0	61.3	58.5
		WK. 2	65.3	67.6	69.0	70.0	70.4	71.8	72.8	73.3	72.8	72.5	71.7	71.8	70.4	69.3	68.2	66.5

U.S. TV Households: 83,800,000

(1)ABC WIDE-WORLD-SPORTS SUN,ABC,(4:01-7:13PM)

For explanation of symbols, See page A.

EVE.SUN. FEB.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.29, 1984

WEEK 1

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,270 5.1															
	Program	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	3,850 4.6															
	SHARE OF AUDIENCE %	9															
	AVG. AUD. BY ¼ HR. %	4.6															
CBS TV	TOTAL AUDIENCE (Households (000) & %)	6,120 7.3															
	Program	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	5,780 6.9															
	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	6.9															
NBC TV	TOTAL AUDIENCE (Households (000) & %)			2,350 2.8													
	Program			← NBC LATE NIGHT MOVIE → PRISONER WITHOUT A NAME CELL WITHOUT A NUMBER(R) (11:30-1:33AM)													
	AVERAGE AUDIENCE (Households (000) & %)			1,090 1.3	1.8*		1.4*		1.1*		1.0*						
	SHARE OF AUDIENCE %			5	5 *		5 *		5 *		7 *						
	AVG. AUD. BY ¼ HR. %			2.0	1.7	1.5	1.3	1.1	1.2	1.0	.9	.9					

WEEK 2

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,950 7.1															
	Program	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	5,450 6.5															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	6.5															
CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,110 4.9															
	Program	CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	3,850 4.6															
	SHARE OF AUDIENCE %	8															
	AVG. AUD. BY ¼ HR. %	4.6															
NBC TV	TOTAL AUDIENCE (Households (000) & %)				2,510 3.0												
	Program	NBC SUNDAY NIGHT MOVIE ON GOLDEN POND (9:00-11:16&7)			← NBC LATE NIGHT MOVIE → HONEYBOY(R) (11:46-1:48AM)												
	AVERAGE AUDIENCE (Households (000) & %)		24.4*		1,170 1.4		1.4*		1.4*		1.2*		1.1*				
	SHARE OF AUDIENCE %		42 *		7		5 *		7 *		7 *		9 *				
	AVG. AUD. BY ¼ HR. %	24.8	19.0		2.2	1.5	1.2	1.4	1.5	1.3	1.1	1.1	1.1				

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	51.3	45.0	37.1	32.5	27.9	24.3	21.3	19.1	16.3	14.3	11.8	10.5	8.8	7.7	7.1	6.1
	WK. 2	59.3	50.3	40.3	32.7	28.5	25.1	22.6	19.9	17.1	15.1	12.3	10.6	9.1	8.2	7.4	6.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. FEB.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.23-27, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,700 6.8				5,700 6.8									
	Program	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			4,440 5.3				4,690 5.6									
	SHARE OF AUDIENCE %			25				24									
	AVG. AUD. BY ¼ HR. %			5.4	5.2			5.6	5.6								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,690 4.4				3,850 4.6						5,780 6.9		5,870 7.0	
	Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,180 3.8						4,780 5.7		5,110 6.1	
	SHARE OF AUDIENCE %			17				16						23		24	
	AVG. AUD. BY ¼ HR. %			3.5	3.7			3.7	3.8					5.3	6.2	6.0	6.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,270 5.1				4,690 5.6						4,610 5.5		4,780 5.7	
	Program	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,270 3.9				3,850 4.6						3,850 4.6		4,190 5.0	
	SHARE OF AUDIENCE %			18				19						18		19	
	AVG. AUD. BY ¼ HR. %			3.8	3.9			4.6	4.7					4.3	4.9	4.9	5.1

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,700 6.8				5,700 6.8									
	Program	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)> (S)(OP)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			4,530 5.4				4,860 5.8									
	SHARE OF AUDIENCE %			24				25									
	AVG. AUD. BY ¼ HR. %			5.3	5.5			5.8	5.8								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,600 4.3				4,110 4.9						5,610 6.7		5,360 6.4	
	Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,930 3.5				3,350 4.0						4,860 5.8		4,690 5.6	
	SHARE OF AUDIENCE %			16				17						23		22	
	AVG. AUD. BY ¼ HR. %			3.4	3.6			3.9	4.0					5.5	6.0	5.5	5.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,690 5.6				4,860 5.8						4,530 5.4		4,860 5.8	
	Program	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)(S)(OP)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.2				4,020 4.8						3,850 4.6		4,270 5.1	
	SHARE OF AUDIENCE %			19				21						18		20	
	AVG. AUD. BY ¼ HR. %			4.2	4.2			4.8	4.8					4.4	4.7	5.0	5.2

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	13.1	15.3	17.2	18.5	20.0	21.4	21.8	22.7	24.1	24.8	24.6	24.8	24.9	25.5	25.7	26.0
	WK. 2	13.5	16.0	18.3	20.1	21.2	21.9	22.2	22.6	23.6	24.3	24.1	24.6	25.0	25.4	25.5	25.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.30-FEB.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.23-27, 1984

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	4,020		4,020		5,110		5,200		9,970				9,550			
TOTAL AUDIENCE (%)	4.8		4.8		6.1		6.2		11.9				11.4			
Program	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (SD) →				← ONE LIFE TO LIVE →			
AVERAGE AUDIENCE (Households (000))	3,520		3,520		4,270		4,440		7,710				7,290			
AVERAGE AUDIENCE (%)	4.2		4.2		5.1		5.3		9.2	8.8*		9.7*	8.7	8.5*		8.8*
SHARE OF AUDIENCE %	16		15		17		18		27	26 *		29 *	28	27 *		28 *
AVG. AUD. BY ¼ HR. %	4.1	4.3	4.0	4.3	4.9	5.3	5.2	5.5	8.3	9.3	9.7	9.7	8.6	8.4	8.7	9.0

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	7,880		10,730				10,140				8,380				6,290	
TOTAL AUDIENCE (%)	9.4		12.8				12.1				10.0				7.5	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	6,960		9,220				7,710				6,790				5,700	
AVERAGE AUDIENCE (%)	8.3		11.0				9.2	9.2*		9.2*	8.1	7.9*		8.3*	6.8	
SHARE OF AUDIENCE %	31		40				31	32 *		30 *	25	24 *		26 *	22	
AVG. AUD. BY ¼ HR. %	7.9	8.7	10.7	11.4			9.2	9.3	9.2	9.2	7.9	7.9	8.3	8.2	6.7	6.8

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	7,460		5,280		3,100		3,520		7,880				6,450			
TOTAL AUDIENCE (%)	8.9		6.3		3.7		4.2		9.4				7.7			
Program	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000))	6,540		4,610		2,770		3,020		6,370				5,030			
AVERAGE AUDIENCE (%)	7.8		5.5		3.3		3.6		7.6	7.3*		8.0*	6.0	6.0*		5.9*
SHARE OF AUDIENCE %	30		20		11		12		23	22 *		24 *	19	19 *		19 *
AVG. AUD. BY ¼ HR. %	7.9	7.8	5.3	5.6	3.3	3.2	3.4	3.7	7.0	7.5	8.0	7.9	6.1	6.0	6.0	5.8

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	3,940		3,770		5,200		5,200		10,140				9,470			
TOTAL AUDIENCE (%)	4.7		4.5		6.2		6.2		12.1				11.3			
Program	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN (SD) →				← ONE LIFE TO LIVE →			
AVERAGE AUDIENCE (Households (000))	3,350		3,350		4,360		4,360		7,790				7,290			
AVERAGE AUDIENCE (%)	4.0		4.0		5.2		5.2		9.3	8.8*		9.7*	8.7	8.5*		8.9*
SHARE OF AUDIENCE %	15		15		19		18		29	27 *		30 *	28	28 *		29 *
AVG. AUD. BY ¼ HR. %	3.9	4.1	3.9	4.1	4.9	5.4	5.0	5.5	8.3	9.2	9.8	9.7	8.4	8.5	8.6	9.2

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	7,630		10,480				9,640				8,380				5,950	
TOTAL AUDIENCE (%)	9.1		12.5				11.5				10.0				7.1	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	6,790		8,880				7,460				6,790				5,280	
AVERAGE AUDIENCE (%)	8.1		10.6				8.9	8.9*		9.0*	8.1	8.0*		8.2*	6.3	
SHARE OF AUDIENCE %	31		40				31	32 *		30 *	26	25 *		27 *	21	
AVG. AUD. BY ¼ HR. %	7.7	8.4	10.3	10.8			8.9	8.9	8.9	9.1	8.0	8.0	8.3	8.0	6.2	6.4

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	7,710		5,360		3,020		3,270		7,540				6,120			
TOTAL AUDIENCE (%)	9.2		6.4		3.6		3.9		9.0				7.3			
Program	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000))	6,870		4,610		2,510		2,680		5,950				4,780			
AVERAGE AUDIENCE (%)	8.2		5.5		3.0		3.2		7.1	6.9*		7.3*	5.7	5.8*		5.6*
SHARE OF AUDIENCE %	32		21		11		11		22	21 *		22 *	19	19 *		18 *
AVG. AUD. BY ¼ HR. %	8.1	8.3	5.6	5.4	3.0	3.1	3.1	3.3	6.7	7.1	7.3	7.3	5.8	5.7	5.8	5.5

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	26.4	26.8	26.8	28.2	29.6	30.5	29.8	30.8	32.2	33.5	33.0	33.2	32.2	32.1	31.5	32.1
WK. 2	25.6	26.2	26.1	27.1	28.3	29.4	29.2	30.2	31.5	32.6	32.3	32.1	30.9	31.0	30.2	31.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.30-FEB.3. 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.23-27, 1984

WEEK 1

Network	Measure	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	11,480 13.7				3,520 4.2										10,730 12.8	
ABC TV	Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	9,050 10.8	10.3*		11.2*	3,020 3.6										9,390 11.2	
ABC TV	SHARE OF AUDIENCE %	31	31 *		31 *	10										19	
ABC TV	AVG. AUD. BY ¼ HR. %	10.1	10.7	11.1	11.3	3.7	3.6									11.2	11.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,210 9.8				3,940 4.7										13,580 16.2	
CBS TV	Program	← GUIDING LIGHT (SD) →				TATTLETALES		← (S)(OP) →								CBS EVENING NEWS-RATHER	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	6,790 8.1	7.9*		8.3*	3,180 3.8										12,150 14.5	
CBS TV	SHARE OF AUDIENCE %	23	24 *		23 *	10										24	
CBS TV	AVG. AUD. BY ¼ HR. %	7.8	8.1	8.3	8.3	3.7	4.0									14.3	14.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,360 6.4														10,980 13.1	
NBC TV	Program	← MATCH GM/HOLLYWOOD SQS HR →														NBC NIGHTLY NEWS	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	3,770 4.5	4.3*		4.8*											9,800 11.7	
NBC TV	SHARE OF AUDIENCE %	13	13 *		13 *											20	
NBC TV	AVG. AUD. BY ¼ HR. %	4.1	4.5	4.8	4.9											11.4	12.0

WEEK 2

Network	Measure	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	11,400 13.6				3,600 4.3										10,730 12.8	
ABC TV	Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	8,880 10.6	10.2*		11.0*	3,100 3.7										9,390 11.2	
ABC TV	SHARE OF AUDIENCE %	31	31 *		31 *	10										19	
ABC TV	AVG. AUD. BY ¼ HR. %	10.0	10.5	11.0	11.1	3.7	3.7									11.2	11.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,040 9.6				3,770 4.5										13,580 16.2	
CBS TV	Program	← GUIDING LIGHT (SD) →				TATTLETALES										CBS EVENING NEWS-RATHER	
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	6,700 8.0	7.8*		8.2*	3,180 3.8										11,980 14.3	
CBS TV	SHARE OF AUDIENCE %	23	24 *		23 *	11										24	
CBS TV	AVG. AUD. BY ¼ HR. %	7.6	7.9	8.3	8.1	3.6	4.0									14.2	14.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,280 6.3														10,890 13.0	
NBC TV	Program	← MATCH GM/HOLLYWOOD SQS HR →				← (S)(OP) →										NBC NIGHTLY NEWS	
NBC TV	AVERAGE AUDIENCE (Households (000) & %)	3,690 4.4	4.1*		4.7*											9,550 11.4	
NBC TV	SHARE OF AUDIENCE %	13	12 *		13 *											19	
NBC TV	AVG. AUD. BY ¼ HR. %	3.9	4.2	4.5	4.8											11.0	11.8

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	33.3	35.0	36.5	37.7	36.6	38.2	39.9	41.9	44.1	46.6	48.7	51.8	55.1	57.9	59.1	60.4
	WK. 2	32.8	34.3	35.6	36.8	35.5	37.0	38.6	40.7	42.7	45.4	48.1	50.6	53.8	56.3	57.9	59.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.30-FEB.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.28, 1984

WEEK 1

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					3,270		4,190		5,530		5,200		6,120		6,870	
TOTAL AUDIENCE (%)					3.9		5.0		6.6		6.2		7.3		8.2	
Program					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000))					2,680		3,520		4,440		4,440		5,200		6,030	
AVERAGE AUDIENCE (%)					3.2		4.2		5.3		5.3		6.2		7.2	
SHARE OF AUDIENCE %					22		21		22		20		21		23	
AVG. AUD. BY ¼ HR. %					2.8	3.5	4.0	4.3	5.1	5.6	5.2	5.4	5.9	6.4	7.2	7.3
CBS TV TOTAL AUDIENCE (Households (000))	2,010				2,770		6,620				6,120		5,530		5,870	
TOTAL AUDIENCE (%)	2.4				3.3		7.9				7.3		6.6		7.0	
Program	← CAPTAIN KANGAROO-SAT →				BISKITTS (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)	
AVERAGE AUDIENCE (Households (000))	920				2,180		4,020				5,030		4,270		4,440	
AVERAGE AUDIENCE (%)	1.1	.8*		1.4*	2.6		4.8	4.3*		5.3*	6.0		5.1		5.3	
SHARE OF AUDIENCE %	14	13 *		14 *	18		22	22 *		22 *	22		17		17	
AVG. AUD. BY ¼ HR. %	.7	.9	1.2	1.6	2.3	3.0	4.0	4.5	5.1	5.5	5.5	6.4	5.1	5.1	5.3	5.3
NBC TV TOTAL AUDIENCE (Households (000))					4,020		5,450		7,210		8,040		9,720		9,640	
TOTAL AUDIENCE (%)					4.8		6.5		8.6		9.6		11.6		11.5	
Program					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000))					3,020		4,190		5,780		6,960		8,300		8,380	
AVERAGE AUDIENCE (%)					3.6		5.0		6.9		8.3		9.9		10.0	
SHARE OF AUDIENCE %					25		25		29		31		33		32	
AVG. AUD. BY ¼ HR. %					3.1	4.0	4.5	5.5	6.6	7.3	8.3	8.3	9.8	9.9	9.9	10.0

WEEK 2

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					3,690		4,780		5,110		4,780		5,780		5,700	
TOTAL AUDIENCE (%)					4.4		5.7		6.1		5.7		6.9		6.8	
Program					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000))					2,770		3,690		4,190		4,020		4,860		4,690	
AVERAGE AUDIENCE (%)					3.3		4.4		5.0		4.8		5.8		5.6	
SHARE OF AUDIENCE %					22		22		20		18		20		18	
AVG. AUD. BY ¼ HR. %					2.8	3.8	3.8	5.0	4.8	5.1	5.0	4.7	5.8	5.7	5.3	5.9
CBS TV TOTAL AUDIENCE (Households (000))	2,600				3,770		7,120				5,950		5,450		6,290	
TOTAL AUDIENCE (%)	3.1				4.5		8.5				7.1		6.5		7.5	
Program	← CAPTAIN KANGAROO-SAT →				BISKITTS (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)	
AVERAGE AUDIENCE (Households (000))	1,260				2,930		4,940				5,030		4,270		4,690	
AVERAGE AUDIENCE (%)	1.5	1.2*		1.9*	3.5		5.9	5.2*		6.5*	6.0		5.1		5.6	
SHARE OF AUDIENCE %	16	15 *		18 *	24		26	26 *		26 *	23		18		18	
AVG. AUD. BY ¼ HR. %	1.1	1.3	1.7	2.1	3.2	3.8	4.9	5.4	6.5	6.5	5.9	6.0	5.1	5.2	5.8	5.5
NBC TV TOTAL AUDIENCE (Households (000))					2,680		4,360		6,290		7,710		9,300		9,970	
TOTAL AUDIENCE (%)					3.2		5.2		7.5		9.2		11.1		11.9	
Program					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000))					2,100		3,520		5,360		6,700		7,880		8,130	
AVERAGE AUDIENCE (%)					2.5		4.2		6.4		8.0		9.4		9.7	
SHARE OF AUDIENCE %					17		21		26		30		32		32	
AVG. AUD. BY ¼ HR. %					2.4	2.6	3.8	4.5	6.0	6.7	7.6	8.4	9.3	9.6	9.7	9.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	6.4	8.2	10.3	12.4	14.9	17.6	19.7	22.0	23.7	24.9	25.7	27.8	28.6	29.9	30.3	30.4
WK. 2	8.2	9.5	11.0	12.7	14.6	17.3	19.2	21.9	24.5	26.5	26.8	27.7	28.9	29.8	30.3	31.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. FEB.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.28, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	6,450		6,450		4,610		6,700						4,690			
TOTAL AUDIENCE (%)	7.7		7.7		5.5		8.0						5.6			
Program	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN		← AMERICAN BANDSTAND →						← PGA SENIORS CHAMPIONSHIP →			
AVERAGE AUDIENCE (Households (000))	5,450		5,700		3,770		3,850						2,850			
AVERAGE AUDIENCE (%)	6.5		6.8		4.5		4.6	4.0*		5.1*			3.4	3.2*		3.5*
SHARE OF AUDIENCE %	21		22		15		15	13 *		16 *			11	10 *		11 *
AVG. AUD. BY ¼ HR. %	6.5	6.4	6.9	6.8	4.4	4.5	3.9	4.1	5.2	5.1			3.2	3.2	3.4	3.6
CBS TV																
TOTAL AUDIENCE (Households (000))	3,600		3,940		5,110		6,290		5,360		2,850		8,210			
TOTAL AUDIENCE (%)	4.3		4.7		6.1		7.5		6.4		3.4		9.8			
Program	BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.		← CBS NCAA BASKETBALL-SAT → ST.JOHN'S VS SURACUSE GEORGIA VS KENTUCKY (2:00-4:08PM)			
AVERAGE AUDIENCE (Households (000))	3,020		3,440		4,190		5,200		4,360		2,180		3,270			
AVERAGE AUDIENCE (%)	3.6		4.1		5.0		6.2		5.2		2.6		3.9	3.6*		3.6*
SHARE OF AUDIENCE %	12		13		16		20		17		9		12	11 *		11 *
AVG. AUD. BY ¼ HR. %	3.8	3.5	3.8	4.4	5.0	5.0	5.8	6.5	5.3	5.2	3.0	2.1	3.9	3.3	3.6	3.6
NBC TV																
TOTAL AUDIENCE (Households (000))	9,720		7,040		6,370		4,360		7,790							
TOTAL AUDIENCE (%)	11.6		8.4		7.6		5.2		9.3							
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2		THUNDARR		← NCAA BASKETBALL-REG'L → MARYLAND VS NOTRE DAME OREGON STATE VS CALIFORNIA MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000))	8,550		6,120		5,530		3,440		2,930							
AVERAGE AUDIENCE (%)	10.2		7.3		6.6		4.1		3.5	3.3*		3.2*		3.9*		3.7*
SHARE OF AUDIENCE %	34		24		21		13		11	10 *		10 *		12 *		11 *
AVG. AUD. BY ¼ HR. %	9.9	10.5	7.0	7.5	6.7	6.5	4.2	3.9	3.4	3.2	3.2	3.2	3.9	3.9	3.8	3.7

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	5,530		6,790		5,610		6,540									
TOTAL AUDIENCE (%)	6.6		8.1		6.7		7.8									
Program	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS STANLEY, THE UGLY DUCKLING		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000))	4,940		5,780		4,610		3,770									
AVERAGE AUDIENCE (%)	5.9		6.9		5.5		4.5	4.1*		5.0*						
SHARE OF AUDIENCE %	19		22		17		14	12 *		15 *						
AVG. AUD. BY ¼ HR. %	5.7	6.0	6.8	7.0	5.4	5.6	3.9	4.2	5.1	5.0						
CBS TV																
TOTAL AUDIENCE (Households (000))	4,940		4,610		5,450		5,610		4,020		3,020		10,890			
TOTAL AUDIENCE (%)	5.9		5.5		6.5		6.7		4.8		3.6		13.0			
Program	BENJI, ZAX & THE PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. THE MYSTERIOUS SPY		← CBS NCAA BASKETBALL-SAT → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
AVERAGE AUDIENCE (Households (000))	4,110		3,770		4,440		4,690		3,270		2,350		3,600			
AVERAGE AUDIENCE (%)	4.9		4.5		5.3		5.6		3.9		2.8		4.3	4.1*		4.0*
SHARE OF AUDIENCE %	16		15		16		17		12		9		13	12 *		12 *
AVG. AUD. BY ¼ HR. %	4.9	4.9	4.3	4.8	5.0	5.5	6.0	5.3	3.8	4.0	2.9	2.7	3.8	4.5	4.4	3.6
NBC TV																
TOTAL AUDIENCE (Households (000))	8,380		5,950		5,780		5,530				8,460					
TOTAL AUDIENCE (%)	10.0		7.1		6.9		6.6				10.1					
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				← NCAA BASKETBALL-REG'L → KENTUCKY VS ALABAMA USC VS WASHINGTON STATE MULTI-SEGMENT TELECAST					
AVERAGE AUDIENCE (Households (000))	7,460		4,940		5,030		4,690				3,520					
AVERAGE AUDIENCE (%)	8.9		5.9		6.0		5.6				4.2	3.3*		3.9*		4.3*
SHARE OF AUDIENCE %	29		19		18		17				12	10 *		12 *		13 *
AVG. AUD. BY ¼ HR. %	9.1	8.8	5.6	6.2	6.1	5.8	5.7	5.5			3.3	3.3	4.2	3.7	4.1	4.4

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	30.0	30.7	30.9	31.0	30.3	31.3	30.7	30.0	30.7	31.5	30.7	31.0	31.6	32.2	32.5	32.9
WK. 2	31.1	31.2	30.9	31.5	32.2	33.6	33.8	32.7	31.4	32.9	33.0	33.2	32.5	32.6	32.8	33.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. FEB.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.28, 1984

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,850 4.6		9,640 11.5						14,580 17.4							
ABC TV program		SPORTSBEAT		← PRO BOWLERS TOUR →						← ABC WIDE WORLD-SPORTS SAT →							
AVERAGE AUDIENCE (Households (000) & %)		2,930 3.5		6,290 7.5	6.5*		7.9*		8.2*	7,630 9.1	8.5*		9.3*		9.5*		
SHARE OF AUDIENCE	%	11		20	18 *		21 *		21 *	20	20 *		20 *		19 *		
AVG. AUD. BY ¼ HR.	%	3.2	3.7	6.0	6.9	7.6	8.1	8.2	8.2	8.4	8.6	8.7	9.9	9.9	9.1		
CBS TV TOTAL AUDIENCE (Households (000) & %)						9,050 10.8										9,800 11.7	
CBS TV program		CBS NCAA BASKETBALL-SAT ST JOHN'S VS SYRACUSE GEORGIA VS KENTUCKY (2:00-4:08PM)(+OP) →				← CBS NCAA BASKETBALL-GM 2 DEPAUL VS UCLA (4:08-6:01PM) (OP) →										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)			4.4*		4.1*	3,850 4.6	3.4*		3.8*		4.9*		6.0*			8,380 10.0	
SHARE OF AUDIENCE	%		13 *		12 *	12	9 *		10 *		13 *		14 *			19	
AVG. AUD. BY ¼ HR.	%	4.4	4.3	4.3	4.0	3.3	3.4	3.9	3.8	4.5	5.2	5.8	6.1	7.1		9.6	10.4
NBC TV TOTAL AUDIENCE (Households (000) & %)		5,700 6.8								4,690 5.6						8,550 10.2	
NBC TV program		← NCAA BASKETBALL-NAT'L OKLAHOMA VS MEMPHIS STATE (3:00-5:02PM) (+OP)								← ANDY WILLIAMS GOLF-SAT (5:02-6:00PM) (OP) →						NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		2,600 3.1	2.7*		3.0*		3.3*		3.3*	2,680 3.2	3.0*		3.4*			7,290 8.7	
SHARE OF AUDIENCE	%	9	8 *		9 *		9 *		9 *	8	8 *		8 *			16	
AVG. AUD. BY ¼ HR.	%	2.5	2.8	3.2	2.9	3.3	3.3	3.1	3.5	2.9	3.0	3.1	3.6			8.4	9.1

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		2,930 3.5		9,640 11.5						15,000 17.9							
ABC TV program		LAROUCHE CAMPAIGN		← PRO BOWLERS TOUR →						← ABC WIDE WORLD-SPORTS SAT →							
AVERAGE AUDIENCE (Households (000) & %)		2,180 2.6		5,610 6.7	5.9*		6.6*		7.6*	8,210 9.8	8.6*		10.0*		10.7*		
SHARE OF AUDIENCE	%	8		18	16 *		18 *		19 *	21	21 *		22 *		21 *		
AVG. AUD. BY ¼ HR.	%	2.9	2.4	5.3	6.5	6.7	6.6	7.3	8.0	8.5	8.7	9.5	10.5	10.4	10.9		
CBS TV TOTAL AUDIENCE (Households (000) & %)						8,970 10.7										10,140 12.1	
CBS TV program		CBS NCAA BASKETBALL-SAT VARIOUS TEAMS AND TIMES-MULTI-SEGMENT TELECAST (+OP)				← BING CROSBY PRO-AM-SAT. (4:00-5:59PM) (OP)										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)			3.8*		4.6*	3,600 4.3	2.1*		4.1*		5.3*		5.3*			8,460 10.1	
SHARE OF AUDIENCE	%		11 *		13 *	11	6 *		11 *		13 *		12 *			19	
AVG. AUD. BY ¼ HR.	%	3.7	3.9	4.5	4.6	1.8	2.2	3.4	4.7	5.2	5.3	5.0	5.7			10.0	10.3
NBC TV TOTAL AUDIENCE (Households (000) & %)				3,690 4.4		9,300 11.1										7,460 8.9	
NBC TV program		(1) (+OP)		AL MCGUIRE'S SPECIAL (3:32-4:00PM) (OP)		← NCAA BASKETBALL-NAT'L ST. JOHN'S VS DEPAUL (4:00-6:22PM) →										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)			5.3*	3,100 3.7		3,520 4.2	3.4*		3.4*		3.5*		4.8*		6.5*	5,700 6.8	
SHARE OF AUDIENCE	%		15 *	10		10	9 *		9 *		9 *		11 *		14 *	13	
AVG. AUD. BY ¼ HR.	%	4.8	5.0	3.8	3.5	3.3	3.6	3.5	3.3	3.4	3.6	4.3	5.4	6.4	6.5	6.6	7.1

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	32.8	33.8	35.0	35.8	36.6	37.7	38.7	39.4	40.7	42.7	44.6	47.0	49.6	51.6	53.5	54.4
	WK. 2	33.2	34.9	35.6	36.2	36.7	37.8	39.5	40.9	41.0	42.5	44.0	47.7	49.9	51.6	53.7	55.0

U.S. TV Households: 83,800,000

(1)NCAA BASKETBALL-REG'L,KENTUCKY VS ALABAMA&USC VS WASHINGTON ST.,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. FEB.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.29, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,460 8.9						3,770 4.5	
Program					← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,940 4.7	4.1*		4.9*		5.3*	3,020 3.6	
SHARE OF AUDIENCE %									20	21 *		20 *		20 *	12	
AVG. AUD. BY ¼ HR. %									3.7	4.5	4.6	5.1	5.3	5.3	3.5	3.6
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,370 8.8						3,350 4.0	
Program					← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									4,440 5.3	4.3*		5.8*		5.7*	2,680 3.2	
SHARE OF AUDIENCE %									20	19 *		22 *		19 *	9	
AVG. AUD. BY ¼ HR. %									4.0	4.6	5.8	5.9	5.9	5.6	3.4	3.1
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	7.2	7.3	7.9	9.0	11.7	14.1	16.5	18.8	20.8	22.4	24.1	26.0	27.3	28.2	28.9	29.5
WK. 2	5.1	6.0	7.6	9.4	11.3	13.5	16.2	17.8	21.4	24.4	26.1	28.1	29.8	30.1	30.6	31.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. FEB.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.29, 1984

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program			THIS WEEK-DAVID BRINKLEY										MEN'S SUPERSTARS (2:00-4:01PM)			
TOTAL AUDIENCE (Households (000))			5,700										12,490			
TOTAL AUDIENCE (%)			6.8										14.9			
AVERAGE AUDIENCE (Households (000))			3,520										5,700			
AVERAGE AUDIENCE (%)			4.2	3.8*		4.6*							6.8	5.5*		7.1*
SHARE OF AUDIENCE %			12	11 *		13 *							16	13 *		17 *
AVG. AUD. BY ¼ HR. %			3.7	4.0	4.7	4.5							5.1	5.9	6.9	7.3

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program	FOR OUR TIMES (SUS)				CBS NCAA BASKETBALL-SUN ARKANSAS VS VILLANOVA								NBA ALLSTAR GAME EAST VS WEST (2:00-4:48PM)			
TOTAL AUDIENCE (Households (000))					10,810								16,420			
TOTAL AUDIENCE (%)					12.9								19.6			
AVERAGE AUDIENCE (Households (000))					4,360								7,540			
AVERAGE AUDIENCE (%)					5.2	4.5*		5.1*		5.0*		6.1*	9.0	8.5*		8.4*
SHARE OF AUDIENCE %					15	14 *		15 *		14 *		16 *	21	21 *		20 *
AVG. AUD. BY ¼ HR. %					4.5	4.4	5.0	5.2	5.0	5.0	5.5	6.6	8.3	8.7	8.6	8.2

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program	RELIGIOUS SERIES (SUS)						MEET THE PRESS		NCAA BASKETBALL GAME-SUN LOUISIANA STATE VS NORTH CAROLINA (1:00-3:05PM)							
TOTAL AUDIENCE (Households (000))							3,440		9,800							
TOTAL AUDIENCE (%)							4.1		11.7							
AVERAGE AUDIENCE (Households (000))							2,680		4,270							
AVERAGE AUDIENCE (%)							3.2		5.1	4.2*		5.1*		5.2*		5.9*
SHARE OF AUDIENCE %							9		13	12 *		13 *		13 *		14 *
AVG. AUD. BY ¼ HR. %							3.2	3.3	3.8	4.5	5.1	5.1	5.0	5.4	5.9	5.9

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program			THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)						WOMEN'S SUPERSTARS (2:00-3:30PM)			
TOTAL AUDIENCE (Households (000))			5,950										10,390			
TOTAL AUDIENCE (%)			7.1										12.4			
AVERAGE AUDIENCE (Households (000))			3,850										5,110			
AVERAGE AUDIENCE (%)			4.6	4.3*		4.8*							6.1	5.0*		6.3*
SHARE OF AUDIENCE %			13	12 *		13 *							14	12 *		15 *
AVG. AUD. BY ¼ HR. %			4.2	4.5	4.7	4.9							4.8	5.2	5.9	6.7

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program			FOR OUR TIMES (SUS)						CBS NCAA BASKETBALL-SUN OREGON STATE VS MICHIGAN STATE							
TOTAL AUDIENCE (Households (000))									9,890							
TOTAL AUDIENCE (%)									11.8							
AVERAGE AUDIENCE (Households (000))									4,780							
AVERAGE AUDIENCE (%)									5.7	5.0*		6.1*		6.1*		5.6*
SHARE OF AUDIENCE %									14	14 *		16 *		15 *		13 *
AVG. AUD. BY ¼ HR. %									4.8	5.2	6.0	6.2	6.2	6.1	6.0	5.2

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program							MEET THE PRESS		RELIGIOUS SERIES (SUS)				NCAA BASKETBALL GAME-SUN WICHITA STATE VS KANSAS SYRACUSE VS VILLANOVA MULTI-SEGMENT TELECAST			
TOTAL AUDIENCE (Households (000))							5,280						10,810			
TOTAL AUDIENCE (%)							6.3						12.9			
AVERAGE AUDIENCE (Households (000))							4,190						4,110			
AVERAGE AUDIENCE (%)							5.0						4.9	4.0*		3.7*
SHARE OF AUDIENCE %							14						11	10 *		9 *
AVG. AUD. BY ¼ HR. %							4.9	5.0					4.2	3.7	3.3	4.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	30.3	31.6	32.6	33.7	33.8	34.6	35.7	36.4	37.7	38.4	38.9	40.1	40.4	41.9	43.0	42.6
WK. 2	32.6	33.6	34.8	35.2	35.4	37.1	37.7	38.3	37.9	38.3	39.2	41.3	41.7	42.7	43.4	43.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. FEB.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.29, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000))					27,990											
TOTAL AUDIENCE (%)					33.4											
Program	MEN'S SUPERSTARS (2:00-4:01PM) (→OP)				ABC WIDE-WORLD-SPORTS SUN (4:01-7:13PM) (OP)											
AVERAGE AUDIENCE (Households (000))					11,560											
AVERAGE AUDIENCE (%)		7.4*		7.1*	13.8	10.7*		13.1*		15.3*		13.6*		14.3*		14.9*
SHARE OF AUDIENCE %		17 *		16 *	27	24 *		28 *		32 *		27 *		26 *		26 *
AVG. AUD. BY ¼ HR. %	7.7	7.1	7.4	6.9	9.8	11.4	12.3	13.9	15.3	15.3	14.0	13.2	14.6	14.1	14.4	15.4
CBS TV																
TOTAL AUDIENCE (Households (000))								11,980					14,160			
TOTAL AUDIENCE (%)								14.3					16.9			
Program	NBA ALLSTAR GAME EAST VS WEST (2:00-4:48PM) (→OP)							CBS SPORTS SUNDAY (4:48-6:00PM) (OP)					CBS EVENING NEWS-DEAN			
AVERAGE AUDIENCE (Households (000))								6,870					11,900			
AVERAGE AUDIENCE (%)		9.1*		9.3*		9.1*		8.2		7.6*		9.1*	14.2			
SHARE OF AUDIENCE %		23 *		22 *		20 *		17		16 *		18 *	25			
AVG. AUD. BY ¼ HR. %	9.0	9.3	9.4	9.2	8.9	9.2	10.5	7.3	7.4	7.9	8.6	9.6	13.5	15.0		
NBC TV																
TOTAL AUDIENCE (Households (000))	8,970						11,820									
TOTAL AUDIENCE (%)	10.7						14.1									
Program	(1) (→OP) / SPORTSWORLD (3:05-4:30PM) (OP)						ANDY WILLIAMS GOLF-SUN (4:30-6:51PM)									
AVERAGE AUDIENCE (Households (000))	4,690						4,780									
AVERAGE AUDIENCE (%)	5.6	4.6*		5.8*		6.1*	5.7	4.7*		4.6*		5.7*		6.9*		7.1*
SHARE OF AUDIENCE %	13	11 *		14 *		14 *	11	10 *		10 *		11 *		13 *		12 *
AVG. AUD. BY ¼ HR. %	4.2	4.9	5.7	6.0	6.5	5.7	4.7	4.6	4.4	4.7	5.3	6.0	6.7	7.0	7.2	6.7

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000))			10,220				15,250								10,390	
TOTAL AUDIENCE (%)			12.2				18.2								12.4	
Program	WOMEN'S SUPERSTARS (2:00-3:30PM)		USA-WRLD-AMATEUR BOXING				ABC WIDE WORLD-SPORTS SUN								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000))			6,290				8,130								8,800	
AVERAGE AUDIENCE (%)		7.0*	7.5	6.7*		8.3*	9.7	8.7*		9.7*		10.7*			10.5	
SHARE OF AUDIENCE %		16 *	16	15 *		18 *	19	18 *		19 *		20 *			18	
AVG. AUD. BY ¼ HR. %	6.8	7.2	6.4	7.0	8.3	8.2	8.2	9.2	10.0	9.5	10.6	10.8			10.2	10.9
CBS TV																
TOTAL AUDIENCE (Households (000))	15,920														4,530	
TOTAL AUDIENCE (%)	19.0														5.4	
Program	BING CROSBY PRO-AM-SUN. (3:00-6:36PM) (→OP)														CBS EVENING NEWS-DEAN(B) (6:36-7:00PM) (OP)	
AVERAGE AUDIENCE (Households (000))	5,780														3,940	
AVERAGE AUDIENCE (%)	6.9	4.8*		5.4*		6.2*		6.8*		7.2*		8.1*		9.4*	4.7	
SHARE OF AUDIENCE %	14	11 *		12 *		14 *		14 *		14 *		16 *		17 *	8	
AVG. AUD. BY ¼ HR. %	4.7	4.9	5.2	5.5	6.0	6.5	6.9	6.7	7.0	7.3	7.7	8.6	9.1	9.7	4.3	4.9
NBC TV																
TOTAL AUDIENCE (Households (000))					11,230										10,560	
TOTAL AUDIENCE (%)					13.4										12.6	
Program	NCAA BASKETBALL GAME-SUN WICHITA STATE VS KANSAS SYRACUSE VS VILLANOVA MULTI-SEGMENT TELECAST(→OP)					SPORTSWORLD (4:11-6:00PM) (OP)									NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000))					4,690										9,050	
AVERAGE AUDIENCE (%)		5.1*		6.1*	5.6	4.1*		5.2*		6.4*		6.2*			10.8	
SHARE OF AUDIENCE %		12 *		14 *	11	9 *		11 *		13 *		12 *			18	
AVG. AUD. BY ¼ HR. %	4.8	5.4	6.0	6.2	4.1	4.1	4.8	5.6	6.1	6.7	6.0	6.3			11.0	10.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	41.8	41.7	43.0	43.1	44.1	45.8	47.2	47.4	48.3	49.3	50.4	52.8	56.1	58.4	60.4	61.3
WK. 2	43.7	45.3	45.6	46.6	47.0	47.5	48.3	49.6	51.3	52.7	53.3	54.8	57.7	60.4	61.5	62.9

U.S. TV Households: 83,800,000

(1)NCAA BASKETBALL GAME-SUN,LOUISIANA ST VS NORTH CAROLINA,NBC,(1:00-3:05PM)

For explanation of symbols, See page A.

DAY SUN. FEB.5, 1984

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON		8.58- 8.59PM	8.45	12,650	15.1	12,650	15.1	21	15.1								
NBC NBC MONDAY NIGHT MOVIES	1	9.00-11.30PM	→GRID	23,630	28.2	14,920	17.8	28									
			11.00						17.5								
			11.15				16.7*	32*	15.8								
EVENING TUESDAY																	
ABC ABC BUSINESS BRIEF-TUE(SUS)		8.58- 8.59PM	8.45														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.33- 8.34PM	8.30	16,590	19.8	16,590	19.8	30	19.8								
	2	8.58- 8.59PM	8.45								18,440	22.0	18,440	22.0	32	22.0	
ABC HOTEL	1	10.33-11.33PM	→GRID	18,690	22.3	12,990	15.5	31									
			11.00						15.7								
			11.15				15.6*	32*	15.6								
			11.30						14.1								
CBS STATE-UNION ANALYSIS-1(S)	1	9.50- 9.55PM	9.45	11,150	13.3	9,800	11.7	18	11.7								
CBS STATE-UNION ANALYSIS-2(S)	1	10.27-10.41PM	→GRID	7,210	8.6	7,040	8.4	15									
			10.30						8.3								
NBC DEM.RESPONSE-ST.UNION-NBC(SUS)	1	9.54-10.26PM	9.45														
NBC STATE-UNION ANALYSIS-NBC(SUS)	1	9.46- 9.54PM	9.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS
EVENING THURSDAY																	
ABC ABC BUSINESS BRIEF-THU(SUS)	1	8.58- 8.59PM	8.45														
	2	9.02- 9.03PM	9.00														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.41- 8.42PM	8.30								17,430	20.8	17,430	20.8	33	20.8	
	1	8.58- 8.59PM	8.45	12,910	15.4	12,910	15.4	24	15.4								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	14,580	17.4	14,580	17.4	29	17.4		15,840	18.9	15,840	18.9	31	18.9	
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	15,590	18.6	15,590	18.6	31	18.6								
	2	10.01-10.03PM	10.00								17,680	21.1	17,180	20.5	34	20.5	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,630	10.3	8,630	10.3	17	10.3		7,040	8.4	7,040	8.4	14	8.4	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,480	12.5	10,480	12.5	21	12.5		9,970	11.9	9,970	11.9	19	11.9	
NBC NBC NEWS DIGEST-2-SAT.	1	9.59-10.00PM	9.45	7,460	8.9	7,460	8.9	15	8.9								
	2	9.58- 9.59PM	9.45								7,960	9.5	7,960	9.5	15	9.5	
EVENING SUNDAY																	
ABC ABC WIDE-WORLD-SPORTS SUN	1	4.01- 7.13PM	→GRID	27,990	33.4	11,560	13.8	27									
			7.00				14.9*	25*	14.9								
ABC ABC SPORTS UPDATE-SUN	2	8.27- 8.30PM	8.15								16,260	19.4	15,840	18.9	26	18.9	
	1	8.33- 8.34PM	8.30	14,250	17.0	14,250	17.0	24	17.0								
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.59PM	9.45	17,010	20.3	16,840	20.1	30	20.1								
	2	10.03-10.05PM	10.00								20,950	25.0	20,780	24.8	35	24.8	
ABC REAGAN-BUSH '84 COMM.(S)	1	10.55-11.00PM	10.45	14,750	17.6	13,240	15.8	27	15.8								
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,500	18.5	15,500	18.5	26	18.5								

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING SUNDAY-CONT'D																	
CBS NEWSBREAK-SUN.-CONT'D	2	9.09- 9.10PM	9.00								9,470	11.3	9,470	11.3	16	11.3	
CBS REAGAN PAID POLITICAL(S)	1	10.55-11.00PM	10.45	16,010	19.1	14,830	17.7	30	17.7								
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,890	13.0	10,890	13.0	18	13.0		15,590	18.6	15,590	18.6	25	18.6	
NBC REAGAN PAID POLITICAL-NBC(S)	1	10.55-11.00PM	10.45	11,310	13.5	10,220	12.2	21	12.2								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.45	11,900	14.2	11,310	13.5	21	18.6	M-F							
	2	>	9.45						12.5	TUTHF	14,920	17.8	14,750	17.6	26	17.8	M-F
			10.00						14.4	MON.							
ABC ABC NEWS:NIGHTLINE		>	11.30	6,450	7.7	4,190	5.0	15	6.8	M-F	6,540	7.8	4,190	5.0	16	6.6	M-F
			11.45				6.2*	17*	5.5	MTUTHF				5.9*	17*	5.1	M-F
			12.00						4.6	M-F						4.4	M-F
			12.15				4.1*	14*	3.6	M-F				4.1*	15*	3.7	M-F
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.30- 1.03AM	12.30	3,520	4.2	3,020	3.6	17	3.9	WED.							
			12.45						3.4	WED.							
			1.00						3.2	WED.							
CBS NEWSBREAK-M-F		>	8.45	13,660	16.3	13,410	16.0	23	16.1	M-F	13,070	15.6	11,730	14.0	20	15.4	MWTHF
CBS LATE MOVIE I		>	11.30	8,210	9.8	5,700	6.8	22	7.0	M-F	8,380	10.0	5,700	6.8	22	7.2	M-F
			11.45				6.9*	19*	6.7	M-F				7.1*	20*	7.0	M-F
			12.00						6.8	M-F						6.9	M-F
			12.15				6.8*	24*	6.7	M-F				6.8*	24*	6.7	M-F
			12.30				6.4*	27*	6.4	M-F				6.2*	27*	6.2	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	5,030	6.0	4,020	4.8	26	5.4	M-F	4,780	5.7	3,850	4.6	25	5.2	M-F
			12.45				5.2*	25*	5.1	M-F				5.0*	25*	4.9	M-F
			1.00						4.9	M-F						4.6	M-F
			1.15				4.6*	27*	4.3	M-F				4.4*	26*	4.1	M-F
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,510	1.8	1,170	1.4	15	1.5	M-THSU	1,260	1.5	1,090	1.3	14	1.4	M-THSU
			2.15						1.2	M-THSU						1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,510	3.0	1,010	1.2	24		M-THSU	2,680	3.2	1,090	1.3	25		M-THSU
			2.30						1.7	M-THSU						1.8	M-THSU
			2.45				1.6*	22*	1.5	M-THSU				1.7*	23*	1.7	M-THSU
			3.00						1.4	M-THSU						1.6	M-THSU
			3.15				1.4*	24*	1.4	M-THSU				1.5*	25*	1.4	M-THSU
			3.30						1.3	M-THSU						1.4	M-THSU
			3.45				1.3*	27*	1.2	M-THSU				1.4*	27*	1.4	M-THSU
			4.00						1.2	M-THSU						1.3	M-THSU
			4.15				1.2*	27*	1.2	M-THSU				1.2*	27*	1.2	M-THSU
			4.30						1.1	M-THSU						1.1	M-THSU
			4.45				1.1*	26*	1.0	M-THSU				1.2*	28*	1.2	M-THSU
			5.30						1.1	M-THSU						1.2	M-THSU
			5.45				1.1*	24*	1.1	M-THSU				1.1*	22*	1.2	M-THSU
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	10,980	13.1	10,980	13.1	19	13.1	M-F	10,890	13.0	10,890	13.0	19	13.0	M-F
NBC NBC NEWS DIGEST-2-M-F		>	9.45	10,310	12.3	10,310	12.3	19	12.3	TU&TH	11,310	13.5	11,310	13.5	19	13.5	M & TH
NBC TONIGHT SHOW CONT'D		>	11.30	8,380	10.0	5,110	6.1	20	7.6	M-F	9,050	10.8	5,780	6.9	22	8.1	M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TONIGHT SHOW-CONT'D			11.45				7.3*	20*	6.8	TU-F				7.7*	22*	7.4	M-F
			12.00						6.2	M-F						6.6	M-F
			12.15				5.6*	20*	5.0	M-F				6.0*	21*	5.3	M-F
			12.30						4.9	MON.							
			12.45				4.4*	21*	4.0	MON.							
NBC DAVID LETTERMAN I		>	12.30	2,770	3.3	2,260	2.7	14	2.9	M-TH	3,020	3.6	2,510	3.0	15	3.3	M-TH
			12.45						2.4	TU-TH						2.7	M-TH
			1.00						2.8	MON.							
			1.15						2.8	MON.							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,960	8.3	3,520	4.2	18	5.2	FRI.	6,450	7.7	3,520	4.2	19	4.4	FRI.
			12.45				5.1*	18*	5.0	FRI.				4.4*	17*	4.4	FRI.
			1.00						4.6	FRI.						4.1	FRI.
			1.15				4.3*	19*	4.0	FRI.				4.0*	18*	3.9	FRI.
			1.30						3.4	FRI.						4.5	FRI.
			1.45				3.4*	19*	3.3	FRI.				4.2*	22*	3.8	FRI.
NBC DAVID LETTERMAN II		>	1.00	1,930	2.3	1,590	1.9	13	2.0	M-TH	2,010	2.4	1,840	2.2	14	2.3	M-TH
			1.15						1.8	TU-TH						2.0	M-TH
			1.30						2.3	MON.							
			1.45						2.0	MON.							
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,010	2.4	1,930	2.3	17	2.3	M-F	2,350	2.8	2,180	2.6	18	2.6	M-F
ABC CHALLENGE IN SPACE-LAUNCH(S)	2	7.54- 8.08AM	7.45								4,020	4.8	3,940	4.7	23	4.4	FRI.
			8.00													4.8	FRI.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,540	9.0	7,290	8.7	26	8.7	M-F	7,370	8.8	7,210	8.6	27	8.6	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,260	1.5	15	1.3	M-F	1,590	1.9	1,170	1.4	14	1.2	M-F
			6.45						1.6	M-F						1.6	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,790	9.3	7,460	8.9	32	8.9	M-F	7,210	8.6	6,870	8.2	31	8.2	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,120	7.3	5,780	6.9	19	6.9	M-F	6,120	7.3	5,700	6.8	19	6.8	M-F
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.30- 5.30PM	4.30	8,800	10.5	5,530	6.6	15	6.1	TUE.							
			4.45				6.1*	15*	6.1	TUE.							
			5.00						6.8	TUE.							
			5.15				7.1*	16*	7.5	TUE.							
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,680	2.0	1,260	1.5	12	1.2	M-F	1,680	2.0	1,170	1.4	11	1.2	M-F
			6.45						1.8	M-F						1.6	M-F
NBC TODAY SHOW SPECIAL(S)	2	7.30- 8.00AM	7.30								920	1.1	670	.8	5	.6	FRI.
			7.45													1.0	FRI.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,360	5.2	4,360	5.2	16	5.2	MWF	3,940	4.7	3,940	4.7	15	4.7	MWF
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00								5,360	6.4	3,180	3.8	9	3.8	TUE.
			4.15											3.6*	10*	3.4	TUE.
			4.30													4.0	TUE.
			4.45											4.0*	9*	4.1	TUE.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,770	4.5	3,180	3.8	24	3.8		3,940	4.7	3,520	4.2	26	4.2	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	6,370	7.6	5,360	6.4	21	6.4		5,530	6.6	4,530	5.4	18	5.4	
ABC MENUDO-11:55AM		11.55-11.59AM	11.45	6,200	7.4	5,360	6.4	21	6.4		6,290	7.5	5,450	6.5	21	6.5	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,930	3.5	2,600	3.1	19	3.1		3,270	3.9	3,020	3.6	23	3.6	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,940	5.9	4,690	5.6	20	5.6		4,690	5.6	4,440	5.3	20	5.3	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,940	5.9	4,360	5.2	17	5.2		4,940	5.9	4,190	5.0	17	5.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,440	5.3	4,020	4.8	15	4.8		4,610	5.5	4,110	4.9	16	4.9	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,180	3.8	2,930	3.5	12	3.5		4,110	4.9	3,690	4.4	14	4.4	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,280	6.3	5,110	6.1	20	6.1		4,440	5.3	4,020	4.8	14	4.8	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,360	5.2	4,190	5.0	16	5.0		4,190	5.0	3,770	4.5	14	4.5	
CBS CBS NCAA BASKETBALL-SAT	1	2.00- 4.08PM	→GRID	8,210	9.8	3,270	3.9	12									
	2	2.00- 4.22PM	→GRID								10,890	13.0	3,600	4.3	13		
			4.00				4.1*	12*	4.1							5.2	
			4.15											5.2*	14*	2.2	
			4.30											2.1*	6*	2.1	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,690	4.4	3,520	4.2	26	4.2		2,430	2.9	2,260	2.7	17	2.7	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,780	5.7	4,610	5.5	26	5.5		3,940	4.7	3,690	4.4	21	4.4	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	8,130	9.7	8,040	9.6	32	9.6		8,800	10.5	8,460	10.1	34	10.1	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	8,040	9.6	7,790	9.3	30	9.3		8,630	10.3	8,300	9.9	32	9.9	
NBC ONE TO GROW ON-12:28PM	2	12.28-12.30PM	12.15								4,610	5.5	4,530	5.4	16	5.4	
NBC NCAA BASKETBALL-REG'L	2	1.30- 3.29PM	→GRID								8,460	10.1	3,520	4.2	12		
			3.30													4.2	
NBC NCAA BASKETBALL-NAT'L	1	3.00- 5.02PM	→GRID	5,700	6.8	2,600	3.1	9									
			5.00						3.8								
DAY SUNDAY																	
ABC MEN'S SUPERSTARS(S)	1	2.00- 4.01PM	→GRID	12,490	14.9	5,700	6.8	16									
			4.00						6.9								
CBS NBA ALLSTAR GAME(S)	1	2.00- 4.48PM	→GRID	16,420	19.6	7,540	9.0	21									
			4.45				10.4*	22*	9.8								
CBS BING CROSBY PRO-AM-SUN.(S)	2	3.00- 6.36PM	→GRID								15,920	19.0	5,780	6.9	14		
			6.30											10.1*	17*	10.1	
NBC NCAA BASKETBALL GAME-SUN	1	1.00- 3.05PM	→GRID	9,800	11.7	4,270	5.1	13									
	2	2.00- 4.11PM	→GRID								10,810	12.9	4,110	4.9	11		
			3.00						5.2								
			4.00											6.8*	15*	6.7	

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen Television Index

Line-up changes

A.C. Nielsen Company

Nielsen Plaza
Northbrook, IL 60062
(312) 498-6300

1290 Avenue of the Americas
New York, NY 10104
(212) 708-7500

70 Willow Road
Menlo Park, CA 94025
(415) 321-7700

April 27, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST FEBRUARY 1984
January 23-February 5, 1984

The following revised program audience data are the result of program lineup changes received from the Networks too late for inclusion in the above report.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY / START TIME / DUR / NET	NO. OF T/C THIS SEASON / PROG. TYPE†	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 38									
ABC WEEDEND SPECIALS SAT 12:00N 30 ABC	15 FV	179	179	89	88	A	5.0	16	419

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
PG. A-29										
DAY SATURDAY										
ABC ABC WEEKEND SPECIALS		12:00-12:30PM	12:00 12:15	5,610	6.7	4,610	5.5	17	5.4 5.6	SAT SAT

NTI/NAC

Nielsen Television Index

Bulletin

February 17, 1984

PRESIDENT REAGAN ON THE STATE OF THE UNION

President Ronald Reagan delivered his fourth State of the Union address on Wednesday, January 25, 1984. His message was carried by the national television networks at 9:00-9:46PM, NY Time.

Nielsen estimates of the audience reached are as follows:

	Percent	Millions
Total Audience Households	45.8	38.4
Average Audience Households	39.0	32.7
Total Persons*	22.6	49.9
Total Women	27.5	24.1
18-49	20.0	11.0
Total Men	26.2	20.7
18-49	18.9	10.1
Total Teens	12.2	2.6
Total Children*	7.7	2.5

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY
Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
New York, NY 10104 • 1290 Ave. of the Americas • (212) 956-2500
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

Nielsen Television Index

Correction Notice

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February 17, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1st JANUARY 1984 REPORT
December 26-January 8, 1984

The start time of 12.00N for week 2 of TATTLETALES was erroneously reported in the above report. The correct start time is TU-F 4.00P.